

FROM NUMBERS TO LIVES

DATAFEST

UNLOCKING TOMORROW WITH AI

2025



Pakistan Bureau of Statistics
Ministry of Planning, Development & Special Initiatives
Islamabad

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Message by Prof. Ahsan Iqbal

I am pleased to share my sincere appreciation with the organizers and management team of **DataFest 2025** for their dedicated efforts in successfully organizing this important event. DataFest 2025 was organized by the **Pakistan Bureau of Statistics (PBS)** at **Pak-China Friendship Centre** in Islamabad on **11–12 November 2025** and once again reflected the strong commitment of PBS to promoting the power of data in national development and strengthening a culture of evidence-based decision-making in Pakistan.



With the theme **“Data-Driven Transformation of Pakistan in line with URAAN Pakistan and its 5Es Framework”**, DataFest 2025 highlighted the growing importance of data, innovation, and artificial intelligence in shaping a resilient and digitalized Pakistan. The event provided an important platform to show how data can go beyond numbers and play a meaningful role in improving lives, strengthening institutions, and guiding the country toward a better future. DataFest 2025 once again demonstrated PBS’s vision of promoting a data-driven culture across all sectors of society. By bringing together experts and professionals from government institutions, the private sector, academia, development partners, and the international community, the event created a valuable opportunity for knowledge-sharing, collaboration, and new ideas. The insightful sessions, engaging discussions, and cultural activities reflected the talent, creativity, and commitment present in our country.

The event also placed strong emphasis on the role of data-driven innovation, artificial intelligence, and modern digital tools in addressing national priorities and improving governance. It reinforced the need for evidence-based policymaking and stronger data systems to respond effectively to key development challenges. This vision is closely aligned with the government’s **5Es framework “Environment, Economy, Equity, E-Pakistan, and Energy”**, which provides a forward-looking roadmap for building a more inclusive, sustainable, and digitally empowered Pakistan.

I commend the entire PBS team and all event organizers for their careful planning and successful execution of DataFest 2025. Their hard work and professionalism have once again set a high standard and demonstrated Pakistan’s ability to host meaningful events of national and international significance.

As we move forward, I encourage all stakeholders to build on the momentum created by DataFest 2025. Let us continue to work together to harness the power of data, artificial intelligence, and innovation for informed decision-making, sustainable development, and the long-term progress of our nation. I once again extend my heartfelt congratulations to everyone who contributed to the success of this important event.

Prof. Ahsan Iqbal
Federal Minister
Ministry of Planning Development & Special Initiatives (PD&SI)
Islamabad.

Preface

DataFest 2025, held on **November 11th & 12th** at **Pak-China Friendship Centre** in Islamabad, marked another important milestone in the **Pakistan Bureau of Statistics' (PBS)** mission to promote data-driven decision-making across the country. Guided by Prof. Ahsan Iqbal, Minister of Planning, Development & Special Initiatives, the event highlighted PBS's continued dedication to leveraging data, innovation, and artificial intelligence as tools to improve lives and support sustainable development.



With the theme **“Data-Driven Transformation of Pakistan in line with URAAN Pakistan and its 5Es Framework”**, DataFest 2025 showcased how data and modern digital tools can drive evidence-based policymaking and build a resilient, digitalized Pakistan. The event brought together participants from **government and semi-government organizations, international development partners, the private sector, academia, NGOs, and the IT and telecommunications sectors**. It provided a dynamic platform for **statisticians, researchers, data scientists, policymakers, and development experts** to share knowledge, collaborate, and explore innovative solutions for national challenges.

The Fest highlighted the importance of strong and reliable data systems to guide policy and decision-making. Panel discussions and sessions focused on the practical use of data, artificial intelligence, and analytics to address social, economic, and environmental challenges. It emphasized the government's **5Es framework — Environment, Economy, Equity, E-Pakistan, and Energy** — as a roadmap for a sustainable and digitally empowered future.

I extend my sincere gratitude to our valued partners and sponsors, including **UNFPA, UNICEF, The World Bank, FAO, UNHCR, ADB, and ILO**, whose support was vital in making DataFest 2025 a success. Their dedication reflects a shared commitment to using data for sustainable development in Pakistan.

I would also like to acknowledge the leadership and guidance of **Mr. Muhammad Sarwar Gondal (SI)**, Member (Support Services and Resource Management), and the exceptional efforts of the DataFest Secretariat, supervised by **Ms. Rabia Awan**, DDG (PCS/PSLM), and **Mr. Imran Saleem**, Director DDSS, and the entire team in ensuring the smooth execution of this event.

I am confident that, together, we can build on the success of DataFest 2025 and make it a regular platform for promoting innovation, artificial intelligence, and data-driven solutions for the development of Pakistan.

Dr. Naeem-uz-Zafar (SI)
Chief Statistician
Pakistan Bureau of Statistics
Islamabad

Acknowledgement

On behalf of the **Pakistan Bureau of Statistics (PBS)**, I would like to express my sincere gratitude to everyone who contributed to the success of **DataFest 2025**, held on **11–12 November** at **Pak-China Friendship Centre** in Islamabad. This important event was made possible through the combined efforts of a dedicated team, supportive partners, and engaged participants.

First and foremost, I extend my heartfelt thanks to **Dr. Naeem-uz-Zafar (Chief Statistician)** for his visionary guidance and unwavering support, which inspired us to organize a meaningful and impactful Fest. His emphasis on fostering a culture of evidence-based decision-making was the foundation of this initiative. Under his leadership, the event showcased innovative uses of data and artificial intelligence in addressing national challenges, while supporting Pakistan's development goals.



I deeply appreciate the invaluable contributions from our organizing teams, whose tireless efforts ensured the smooth execution of the event. A special acknowledgment goes to **Ms. Rabia Awan, DDG (PCS/PSLM)**, **Qazi Saeed ul Hassan, Director(GS)**, **Mr. Imran Saleem, Director, DDSS** and **Ms. Sana Habib Chaudhry, CSO (DDSS)** for their exceptional coordination, creativity, and dedication throughout the planning and implementation process. My sincere thanks also go to the DataFest Secretariat Team, whose hard work was key to making this event a success.

I am grateful to all **government representatives, international organizations, private sector participants, academia, researchers, and IT and telecommunications professionals** for their expertise, active participation, and insightful discussions. Their contributions transformed DataFest 2025 into a dynamic platform for collaboration, innovation, and knowledge-sharing.

Finally, I extend my deepest gratitude to our esteemed partners and sponsors **UNFPA, UNICEF, The World Bank, FAO, UNHCR, ADB, and ILO**, whose continued support was instrumental in bringing this vision to life. Their dedication reflects a shared commitment to leveraging data, artificial intelligence, and innovation for Pakistan's sustainable development.

As we celebrate the success of DataFest 2025, let us carry forward the momentum and continue exploring new ways to **"Unlocking Tomorrow with AI"** and turn data into meaningful action for a more resilient, inclusive, and digitally empowered Pakistan.

Muhammad Sarwar Gondal (SI)
Member (Support Services/Resource Management)
Pakistan Bureau of Statistics
Islamabad

Foreword

It is my pleasure and honor to present this comprehensive report on **DataFest 2025**, held on **11–12 November** at **Pak-China Friendship Centre** in Islamabad. This remarkable event marked another milestone in our journey to promote data-driven innovation, collaboration, and evidence-based decision-making across Pakistan.



DataFest 2025 would not have been possible without the dedication, commitment, and passion of our entire team. From the initial planning stages to the successful execution of the event, the creativity, teamwork, and attention to detail demonstrated by all involved were exceptional. The organization of high-quality workshops, engaging panel discussions, and informative stalls created a vibrant platform for knowledge exchange, technological innovation, and cross-sector collaboration.

I extend my sincere gratitude to **Dr. Naeem-uz-Zafar, Chief Statistician**, for his visionary leadership, and to **Mr. Muhammad Sarwar Gondal, Member (SS/RM)**, for his invaluable guidance and supervision throughout this process. I also thank the DataFest Secretariat Team, whose tireless efforts were essential in ensuring the smooth execution and success of the event.

I am equally grateful to all **government representatives, international organizations, private sector participants, academia, researchers, and IT and telecommunications professionals** for their active participation and valuable contributions. Special thanks go to our esteemed partners and sponsors **UNFPA, UNICEF, The World Bank, FAO, UNHCR, ADB, and ILO**, as their support was instrumental in making DataFest 2025 a meaningful and impactful event.

With the theme **“Data-Driven Transformation of Pakistan in line with URAAN Pakistan and its 5Es Framework”**, DataFest 2025 highlighted the importance of using data, artificial intelligence, and innovation to address national challenges and foster a resilient, digitalized Pakistan. The event aligned closely with the government’s **5Es framework — Environment, Economy, Equity, E-Pakistan, and Energy** — guiding our vision for a sustainable and inclusive future.

This report reflects the hard work, creativity, and dedication of all those involved in DataFest 2025. It not only documents the success of the event but also demonstrates the immense potential for future growth, collaboration, and excellence. I am proud to share this report and look forward to continuing our collective efforts in advancing data-driven solutions for Pakistan’s development.

Ms. Rabia Awan
DDG (PCS/PSLM)
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DataFest Core Team

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6	Ms. Sana Habib Chaudhry, Chief Statistical Officer, DDSS, PBS, Islamabad

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2	Ms. Rabia Awan, DDG (Ms. Masheed Tabassum, SO)	Deputy Director General
3	Mr. Attiq-ur-Rehman, DDG,	Deputy Director General
4	Mr. Munawar Ali Ghangro, DDG	Deputy Director General
5	Syed Abdul Qader Shah, DG (ES)	Director General

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6	Ms. Neelum Younus	Statistical Officer
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3	Ms. Hina Kanwal	Statistical Officer

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6	Ms. Sana Naz.	Statistical Assistant

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3	Mr. Zubair Ahmed	DD

List of Acronyms and Abbreviations

ADP – Annual Development Plan

AI – Artificial Intelligence

API – Application Programming Interface

CDWP – Central Development Working Party

D4D – Data for Development

DataFest-2024 – Pakistan Data Fest 2024

DataFest-2025 – Pakistan Data Fest 2025

E-Pakistan – Digital Pakistan pillar under URAAN Pakistan

EMIS – Education Management Information System

GDP – Gross Domestic Product

GIS – Geographical Information System

ICT – Information and Communication Technology

NFC – National Finance Commission

NSS – National Statistical System

PBS – Pakistan Bureau of Statistics

PC-1 – Planning Commission Form-1

PDWP – Provincial Development Working Party

PSDP – Public Sector Development Programme

SDGs – Sustainable Development Goals

SDPI – Sustainable Development Policy Institute

SME – Small and Medium Enterprise

UN – United Nations

UNFPA – United Nations Population Fund

URAAN Pakistan – National Development Framework of Pakistan (*often referred to as “URAAN” meaning Flight Takeoff*) developed by the Ministry of Planning, Development and Special Initiatives, formerly the Planning Commission of Pakistan

Executive Summary

This report documents, analyzes, and synthesizes the outcomes of Pakistan DataFest-2025 with the objective of informing policy, strengthening institutional practice, and advancing Pakistan's Data for Development. Report is deliberately designed as a strategic and outcome-focused document, rather than a chronological event record.

The report positions DataFest-2025 as a national diagnostic and acceleration platform—one that clarifies institutional realities, aligns narratives across stakeholders, and strengthens the logic for sustained data use in governance, planning, and service delivery.

Rationale of DataFest-2025: Why the Event Was Held

DataFest-2025 was convened at a pivotal moment in Pakistan's development and data trajectory. Three interrelated forces shaped its rationale.

First, the successful conduct of Pakistan's first-ever **Digital Census in 2023** demonstrated the country's technical and institutional capacity to deploy modern, technology-enabled data systems at scale. The census was widely recognized as a watershed moment—showing improvements in efficiency, coverage, and data integration. Its success created both momentum and responsibility: momentum to modernize the broader data ecosystem, and responsibility to ensure that newly available data capacity translates into better policy and development outcomes.

Second, DataFest-2024 had already established a strong foundation for national data discourse. Held under the theme *"Unleashing the Power of Data,"* the inaugural Fest succeeded in normalizing data literacy, raising awareness of evidence-based decision-making, and bringing diverse stakeholders into a shared conversation. DataFest-2025 was therefore designed as a deliberate evolution—moving from advocacy and awareness to applied, policy-relevant engagement.

Third, Pakistan faces increasingly complex and interconnected development challenges—economic volatility, fiscal constraints, climate vulnerability, energy transitions, social inequities, and governance reform pressures. In this context, high-quality, timely, and trusted data is no longer a technical luxury but a strategic national asset. Effective governance, credible policymaking, and measurable development progress now depend on the ability to integrate data across sectors, institutions, and levels of government.

DataFest-2025 was organized under the theme ***"Data-Driven Transformation of Pakistan in line with URAAN Pakistan and its 5Es Framework."*** It was conceived as the premier national platform to convert data potential into collaborative action—linking data solutions to national priorities.

Overview of DataFest-2025

DataFest-2025 was structured as a multi-format national convening, combining high-level policy dialogue, thematic panel discussions, technical workshops, innovation exhibitions, and youth engagement activities. Led by PBS, with support from a broad range of national and international partners, including UNICEF, UNFPA, World Bank, UNHCR and FAO the event brought together federal and provincial government institutions, development partners, academia, private sector actors, civil society, and students.

The programme architecture was deliberately designed to address multiple dimensions of the data ecosystem simultaneously:

- Policy framing and strategic dialogue through plenary sessions and panels;
- Applied learning and skills development through technical workshops;
- Demonstration of tools and solutions through stalls and exhibitions; and
- Future capacity building through youth-focused activities.

This integrated design enabled the Event to function not merely as a conference, but as a national interface between data, policy, and development practice.

Key Outcomes of DataFest-2025

The most significant contribution of DataFest-2025 lies in the outcomes it generated across policy, institutional, and technical dimensions.

1. A Shift from Data Production to Data Use

A dominant outcome was the reframing of Pakistan's core data challenge. Across discussions, a strong consensus emerged that the primary constraint is **not the availability of data, but its systematic use in decision-making**. Participants repeatedly emphasized that large volumes of data—generated through censuses, surveys, and administrative systems—remain underutilized due to misalignment with policy cycles, limited analytical capacity on the demand side, and weak institutional incentives.

This shift in narrative—from “more data” to “better-aligned, decision-ready data”—represents a critical maturation of the national data discourse.

2. Administrative Data as a Pillar of the National Statistical System

DataFest-2025 consolidated support for expanding the role of administrative data within Pakistan's National Statistical System (NSS). Building on the Digital Census experience, discussions highlighted the potential of administrative data to provide timelier, more granular, and cost-effective insights across sectors such as health, education, labour, taxation, and social protection.

At the same time, the event underscored that this transition is an institutional and governance reform, not merely a technical upgrade. Standardization, quality assurance, data governance frameworks, and trust between institutions were identified as prerequisites for success.

3. Data Governance as a Governance Reform Agenda

A notable feature of DataFest-2025 was the candid engagement with data governance and political economy issues. Participants acknowledged that data is inherently political—shaping narratives, influencing resource allocation, and affecting institutional power dynamics.

The Fest reinforced the insight that data challenges are fundamentally **governance challenges**. Without clear mandates, accountability mechanisms, and ethical safeguards, even high-quality data risks being under-used or contested.

4. Linking Data to Development Outcomes and Value for Money

In a fiscally constrained environment, DataFest-2025 emphasized the importance of demonstrating the **cost-benefit logic of data investments**. Discussions repeatedly returned to the need for data initiatives to show tangible value—improved service delivery, better targeting of public spending, reduced duplication, and enhanced risk management.

By positioning data as an enabler of efficiency and effectiveness, rather than an abstract technical input, the Fest strengthened the case for sustained investment in data systems.

5. Capacity, Innovation, and the Role of Youth

The Fest highlighted that capacity **is not one-dimensional**. Effective data use requires differentiated skills across policymakers, managers, analysts, and technical staff. Workshops and demonstrations reinforced the importance of role-specific capacity building embedded within institutional workflows.

Youth engagement activities revealed strong latent capacity and interest among students and early-career professionals. However, the discussions also highlighted weak linkages between academic training and policy application—pointing to the need for structured pathways connecting youth to real-world data challenges.

Strategic Way Forward

The report outlines a clear pathway from momentum to mechanism.

In the short term, priority actions include institutionalizing data use in policy cycles, formalizing administrative data pathways, strengthening demand-side data literacy, and consolidating DataFest insights into policy-facing products.

In the medium to long term, strategic interventions focus on empowering PBS as the NSS system integrator, embedding data governance within public sector reform, aligning data investments with development outcomes, and institutionalizing capacity pathways for youth and academia.

Finally, the report recommends evolving DataFest into a **continuity platform**—with thematic focus, implementation tracking, deeper provincial engagement, and targeted innovation.

Concluding Reflection

DataFest-2025 demonstrated that Pakistan’s data ecosystem has reached an inflection point. The national conversation has decisively moved from *whether* data matters to *how* it is governed, integrated, and used for public value. The challenge ahead is not to generate more dialogue, but to translate shared understanding into systems, and systems into outcomes.

If sustained through institutional commitment, strategic partnerships, and continuous learning, the momentum generated by DataFest-2025 can help ensure that data in Pakistan is not merely collected—but consistently used to improve lives, reduce inequities, and strengthen governance.

1. Introduction

This chapter situates Pakistan DataFest-2025 within its broader national and institutional context. It explains why the event was convened at this particular moment in Pakistan’s development trajectory, clarifies its core objectives, demonstrates its alignment with national and international data agendas, and outlines the scope and methodology of this report.

1.1. Background and Context of DataFest-2025

Pakistan DataFest-2025 was conceived at a critical juncture in the country’s data and development landscape. It represents a deliberate progression from awareness-building to action-oriented engagement on the role of data in national transformation.

The first Pakistan Data Fest, held in 2024 under the theme **“Unleashing the Power of Data for Development,”** marked a foundational milestone. DataFest 2024 successfully brought together policymakers, statisticians, development practitioners, academia, private sector actors, and youth to establish a shared understanding of the importance of data literacy and evidence-informed decision-making. It helped normalize data as a public good and laid the groundwork for a more informed national discourse on data use in governance and development.

Building on the foundational success of DataFest 2024 and catalyzed by the transformative potential demonstrated by the 2023 Digital Census, DataFest 2025 was organized to address the pressing national imperative of leveraging data as a strategic asset for Pakistan’s development journey.

DataFest-2025 was intentionally designed as an evolution of this initial effort. Rather than reiterating the case for data, the 2025 edition focused on how data can be systematically mobilized to drive transformation across key sectors of the economy and society. This shift from conceptual advocacy to apply problem-solving reflects a maturing data ecosystem and rising expectations from data producers and users alike.

A major catalyst for this evolution was Pakistan’s first-ever Digital Census conducted in 2023 by the PBS. The census demonstrated, at national scale, the feasibility and advantages of modern, technology-enabled data systems. It showcased improvements in efficiency, coverage, timeliness, and data integration, while reinforcing institutional confidence in digital data collection and management. More importantly, it revealed the untapped potential of leveraging digital and administrative data beyond periodic censuses and surveys.

The success of the Digital Census created both momentum and responsibility. It underscored the need to move from episodic data generation toward continuous data use for planning, service delivery, monitoring, and accountability. At the same time, Pakistan faces increasingly complex and interlinked challenges—economic volatility, climate vulnerability, energy constraints, social inequities, and governance reform pressures—that demand timely, high-quality, and accessible data.

In this context, data has emerged not merely as a technical input but as a strategic national asset. Effective governance, credible policymaking, and measurable development outcomes now

depend on the ability to integrate diverse data sources, strengthen institutional coordination, and translate data into actionable insights. DataFest 2025 was therefore conceived as the premier national platform to convert this imperative into collective understanding, practical solutions, and collaborative action.

1.2. Objectives of the DataFest-2025

DataFest 2025 was designed with clear, action-oriented objectives that responded directly to Pakistan’s evolving data and development needs. These objectives translated the Fest’s overarching theme—*data-driven transformation of Pakistan*—into focused areas of engagement and outcomes.

The core objectives of the Pakistan DataFest-2025 were to:

- **Catalyze a national dialogue on data-driven transformation**, explicitly aligned with the URAAN Pakistan vision and its 5Es framework, by bringing data into conversations on economic growth, governance reform, sustainability, and social inclusion.
- **Showcase innovations and best practices** in data production, management, analysis, and application from across government institutions, the private sector, academia, civil society, and development partners, highlighting practical use cases relevant to Pakistan’s context.
- **Strengthen multi-stakeholder collaboration** by fostering partnerships among data producers and users, with particular emphasis on data sharing, interoperability, and coordinated use across institutions.
- **Advance the modernization agenda of Pakistan’s National Statistical System (NSS)** by promoting the strategic use of administrative data to complement traditional surveys and censuses, thereby enhancing timeliness, relevance, and cost-effectiveness.
- **Promote data literacy and capacity building** among policymakers, practitioners, and youth to support a sustained culture of evidence-based decision-making and informed public discourse.

1.3. Alignment with National Development Plan URAAN Pakistan

DataFest-2025 was not an isolated event; it was strategically aligned with Pakistan’s national development priorities and the broader Data for Development.

URAAN Pakistan represents the country’s overarching development framework, structured around five strategic pillars—Exports, E-Pakistan, Environment, Energy, and Equity & Empowerment. Each of these pillars is inherently data-dependent. Export competitiveness requires reliable trade statistics and market intelligence; E-Pakistan depends on digital governance systems and service delivery metrics; environmental and energy resilience demand accurate climate, resource, and consumption data; and equity and empowerment rely on disaggregated data to identify disparities and monitor inclusion.

DataFest 2025 provided a platform to connect these development priorities with concrete data solutions. Through its panels, workshops, and demonstrations, the Fest explored how data can inform policy choices, improve implementation, and enable performance tracking across the 5Es. In doing so, it helped translate abstract development goals into operational data needs and collaborative opportunities.

By convening a diverse community of practitioners and decision-makers, the event acted as a bridge between policy intent and practical implementation in terms of institutional reforms, technological enablers, and capacity needs specific to Pakistan.

1.4. Scope

Purpose of report is to document not only what transpired during DataFest 2025, but more importantly, what the event signifies for Pakistan's data ecosystem and development trajectory.

The report covers the key proceedings, discussions, and activities of DataFest 2025, with a primary emphasis on extracting strategic outcomes, insights, and implications. It examines the DataFest-2025 contribution to policy dialogue, institutional thinking, and the advancement of data-driven approaches in governance and development. The intended audience includes PBS, federal and provincial government stakeholders, UNICEF, UNFPA, World Bank, FAO and other development partners, academia, the private sector, and the wider data community in Pakistan.

Report includes detailed proceedings from panel discussions, workshops, and other sessions. These are complemented by background notes, concept papers, official communications related to DataFest 2025, and relevant public information, including materials from DataFest 2024 and national documents on URAAN Pakistan.

The report is structured to guide the reader logically from context and event overview to deeper analysis of discussions and outcomes, followed by an assessment of gaps and opportunities, and concluding with forward-looking recommendations.

2. Overview of DataFest-2025

This chapter provides an overview of the conceptual framing, organizational architecture, and participation profile of Pakistan DataFest-2025. It situates the Event as a deliberately designed national convening platform, explains how it was structured to support its strategic objectives, and outlines the breadth and diversity of stakeholders engaged.

2.1. Theme and Conceptual Framework

Pakistan DataFest-2025 was organized under the theme ***“Data-Driven Transformation of Pakistan in line with URAAN Pakistan and its 5Es Framework.”*** The theme reflected a clear shift from awareness-building to application, positioning data as an enabling force for structural transformation rather than a standalone technical domain.

The conceptual framework of DataFest 2025 was anchored in three interlinked ideas.

First, data was framed as a strategic asset for governance and development, critical to planning, implementation, monitoring, and accountability across sectors.

Second, the event emphasized the transition from data production to data use, highlighting the need to embed data into institutional decision-making processes.

Third, it foregrounded collaboration and interoperability, recognizing that no single institution can deliver data-driven transformation in isolation.

The alignment with URAAN Pakistan’s 5Es provided a practical policy lens through which discussions were organized. Rather than treating data as an abstract enabler, the event linked data applications to concrete development priorities—economic competitiveness, digital governance, environmental sustainability, energy security, and social equity. This framing helped ground technical discussions in policy relevance and development outcomes.

The proposed themes are aligned with the **URAAN Pakistan Vision**, which emphasizes inclusive, data-driven and sustainable development. They are further structured around the **5Es framework** — Economy, Environment, Equity, Energy, and E-Pakistan — to provide a holistic roadmap for national progress.

A. URAAN Pakistan (Plenary Session)

A forward-looking dialogue on Pakistan’s data-driven future. This preliminary session will set the stage for DataFest 2025 by exploring pathways for innovation, youth engagement, and the transformative role of data in national development.

B. Environment – Disaster Risk & Climate Resilience

Strengthening resilience against climate change and natural disasters through vulnerability mapping, resilient infrastructure, crop and asset insurance, urban planning for flood management, and adaptation in rural and agricultural systems. This theme emphasizes sustainable ecosystems and proactive disaster preparedness.

C. Economy – Data for Growth & Investment

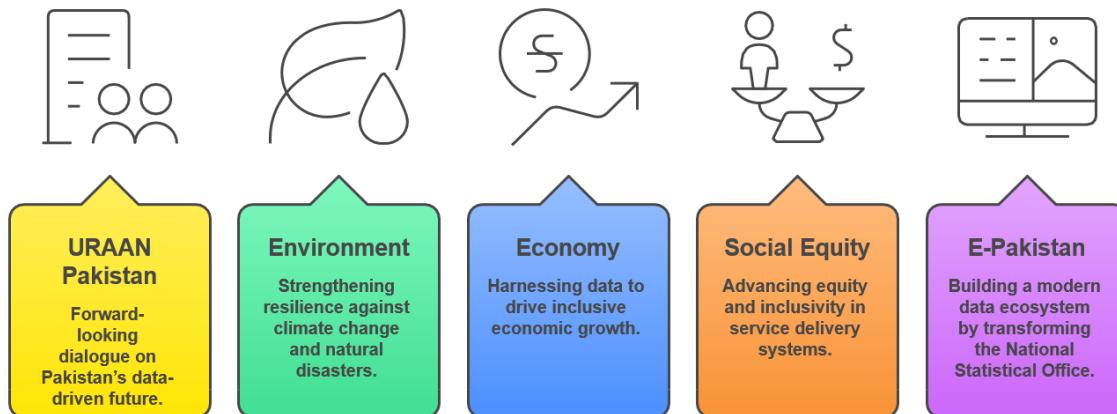
Harnessing data to drive inclusive economic growth by improving productivity in crops, livestock, and SMEs; enabling value addition; promoting IT-based and gig economy solutions; reducing industry carbon footprint; and using evidence-based insights for competitiveness, trade facilitation, and sustainable investment planning.

D. Social Equity – Health, Education & Resource Distribution

Advancing equity and inclusivity in service delivery systems including health, education, law & order, and social protection. The theme also focuses on poverty reduction, resource distribution, fiscal equity through NFC Awards, and leveraging technology to ensure fair opportunities and balanced development across regions.

E. E-Pakistan – Data Ecosystem, AI & Communication

Building a modern data ecosystem by transforming the National Statistical Office into a broader National Statistical System, integrating provincial and national stakeholders. This theme emphasizes Big Data, AI, data governance, security, and ethics while developing value chains that convert raw data into actionable insights for decision-making and citizen empowerment.



2.2. Organizers, Partners, and Supporting Institutions

DataFest 2025 was led by the PBS as the national statistical authority, underscoring its central role in shaping Pakistan's data ecosystem and advancing the modernization of the NSS.

The Event was organized in close collaboration with key government institutions, development partners, and knowledge organizations. Development partners played a strategic role in supporting the event, ensuring alignment with international best practices and development priorities.

A range of national and international partners contributed to the design and delivery of the Fest, including UN agencies, academic institutions, private sector technology firms, civil society

organizations, and data practitioners. This multi-partner model reinforced the events emphasis on collaboration and cross-sector engagement. The diversity of partners was not incidental; it reflected a deliberate effort to break institutional silos and create shared ownership of Pakistan's data transformation agenda.

2.3. Duration, Venue, and Format of the DataFest-2025

Pakistan DataFest 2025 was held on **11-12 November 2025** and designed as a **hybrid, multi-format event** to maximize reach, engagement, and learning outcomes. The venue and logistical arrangements were selected to support both formal policy dialogue and interactive participation.

The events format combined high-level plenary sessions with thematic panel discussions, technical workshops, exhibitions, and youth-focused activities. This layered design served multiple purposes. Plenary sessions provided strategic direction and policy framing; panel discussions enabled in-depth exploration of sectoral and cross-cutting issues; workshops supported skills development and applied learning; and exhibitions showcased practical tools, platforms, and innovations.

Importantly, the programme architecture reflected an understanding that different stakeholder groups engage with data differently. Policymakers require strategic narratives and decision-relevant insights, while practitioners benefit from exposure to tools, methods, and peer experiences. Youth and students, in turn, require accessible entry points to data literacy and careers in data-related fields.

By integrating these formats in DataFest 2025 created multiple pathways for engagement while maintaining coherence around its core theme of data-driven transformation. The event was revolving around 4 Main Thematic areas:

2.4. Participation Profile and Stakeholder Representation

One of the defining strengths of DataFest 2025 was the breadth and diversity of its participants. The event attracted a wide cross-section of stakeholders involved in Pakistan's data ecosystem, reflecting its ambition to function as a truly national platform.

Participants included representatives from federal and provincial government ministries and departments, particularly those involved in planning, finance, health, education, environment, energy, social protection and academia. Their presence underscored growing demand within government for data-informed policymaking and performance management.

The event also drew strong participation from development partners and UN agencies, contributing global perspectives on data governance, innovation, and use for development. Academic institutions and research organizations played an important role, bringing methodological rigour and analytical depth to discussions.

Private sector participation included technology firms, data analytics companies, and start-ups, highlighting the increasing role of non-state actors in data production, innovation, and service

delivery. Civil society organizations and think tanks contributed perspectives on accountability, inclusion, and the use of data for social impact.

Youth engagement was a notable feature of DataFest 2025. Students, early-career professionals, and young researchers participated through workshops, exhibitions, and competitive activities, reinforcing the Fest's commitment to building a future-ready data workforce.

This diverse participation profile strengthened the quality of dialogue and reinforced a key message of the Fest: ***data-driven transformation requires collective action across institutions, sectors, and generations.***

2.5. Positioning DataFest-2025 as a National Convening Platform

Taken together, the theme, organizational structure, programme design, and participation profile positioned DataFest 2025 as more than an annual event. It emerged as a ***national convening platform*** for advancing Pakistan's data agenda.

By linking data discussions to national development priorities, creating space for cross-sector engagement, and combining strategic dialogue with practical demonstrations, the Fest addressed multiple dimensions of the data ecosystem simultaneously. It enabled policymakers to articulate demand, data producers to understand user needs, and innovators to demonstrate solutions.

This positioning is particularly significant in the context of Pakistan's evolving National Statistical System. As reliance on administrative and alternative data sources increases, platforms like DataFest become essential for building trust, aligning standards, and fostering collaboration among institutions.

The overview presented in this chapter sets the stage for a deeper examination of the Fest's substantive content. The following chapters analyse the key programme components, major discussions, and—most importantly—the outcomes and implications of DataFest 2025 for Pakistan's data-driven development trajectory.

2.6. Key Programme Components and Activities

Taken together, the programme components and activities of DataFest-2025 reflected a deliberately multi-layered design. High-level sessions provided strategic direction; panels enabled policy dialogue; workshops built technical capacity; exhibitions showcased innovation; and youth activities invested in future talent.

This integrated structure allowed the Fest to address multiple dimensions of Pakistan's data ecosystem simultaneously. While each component served a distinct purpose, their combined effect was to reinforce a shared narrative: data-driven development requires coordination across policy, institutions, technology, and human capacity.

2.7. Inaugural and Closing Session

The inaugural session of DataFest-2025 set the strategic tone for the Fest by situating data within Pakistan's broader development, governance, and reform agenda. Senior representatives from the PBS, government institutions, and development partners emphasized the growing centrality of data in addressing complex national challenges, including economic recovery, social inclusion, climate vulnerability, and digital governance.



The First day of event commenced on 11th November 2025, with a formal inauguration by Professor Ahsan Iqbal, Federal Minister for Planning, Development & Special Initiatives (PD&SI). Addressing a distinguished gathering of government officials, development partners, academia, and youth, the Minister highlighted the transformative role of data in shaping Pakistan's economic and social future.

He praised PBS for spearheading initiatives such as the Digital Census 2023, Agricultural Census and Economic Census and emphasized that data literacy and innovation are central to the vision of "URAAN Pakistan." He encouraged young professionals and students to harness the power of analytics, artificial intelligence, and research to drive national progress.

On the second day on 12th November 2025, Mr. Awais Manzur Sumra, Secretary PD&SI, inaugurated the GIS Dashboard and Pakistan Spatial Insight Dashboard—milestones in strengthening real-time analytics and digital governance.

Opening remarks underscored the evolution of DataFest from a data-awareness platform in 2024 to a more action-oriented national convening space in 2025. Particular emphasis was placed on the lessons emerging from the 2023 Digital Census, which demonstrated Pakistan's capacity to deploy modern, technology-enabled data systems at scale. Speakers highlighted the need to

capitalize on this momentum by strengthening data use, integration, and governance across sectors.

On the second day, the event also included the launch of the **GIS Dashboard** and the **Pakistan Spatial Insight Dashboard**. This added a practical dimension to the Fest by showing how data can be used in more visual, timely, and decision-focused ways. It also reflected the growing role of digital tools and geospatial systems in strengthening the national statistical system.

The Event concluded with a formal closing ceremony attended by senior leadership of the Pakistan Bureau of Statistics. During the closing session, appreciation was extended to the organizing team, partner institutions, speakers, and participants whose efforts made DataFest-2025 a successful and meaningful event. The event brought together a diverse group of participants including government officials, development partners, researchers, students, technology experts, and representatives from academic and private institutions. This broad participation added depth to the discussions and strengthened the collaborative spirit of DataFest-2025.



The closing session provided a reflective synthesis of key discussions and reinforced the Events core messages. Rather than announcing formal resolutions, the closing emphasized shared understanding, emerging consensus, and the importance of sustained engagement beyond the event. The role of PBS as a neutral convener and system steward was reiterated, alongside calls for continued collaboration among government, development partners, academia, the private sector, and youth.

The inter-university quiz competition ended with **National Defence University (NDU)** securing first position, followed by **Air University** as runner-up and **LUMS** in third place. The results highlighted the strong analytical skills and preparation of students from participating institutions.



Alongside the quiz, a **poster competition** was also organized to encourage students to present data-related ideas in a creative and visual form. The activity gave participants an opportunity to communicate research concepts, policy themes, and statistical insights in a more engaging and accessible way, adding a creative dimension to the youth engagement component of the Fest.

A **data project competition** was also held as part of the student engagement activities, where participants presented innovative ideas and applied data-based solutions on different themes. This activity encouraged practical thinking, problem solving, and the use of data for real-world analysis, making it an important part of the academic and learning environment of DataFest-2025.

These student activities ended with recognition of outstanding participants through certificates and awards, which encouraged healthy competition and added to the overall excitement of the Fest. It also gave students a sense of appreciation for their effort, creativity, and analytical skills.

The emphasis on youth engagement aligned with DataFest-2025's broader capacity-building agenda. Rather than treating youth participation as peripheral, the Fest positioned young people as stakeholders in Pakistan's data future—both as future producers and informed users of data.

The evening session of DataFest-2025 included a **cultural event** that served as a vibrant complement to the Fest's technical activities. It offered participants a refreshing break while celebrating Pakistan's cultural diversity in an engaging and inclusive setting. The programme featured traditional music, folk performances, and singing presentations that created a festive atmosphere and added warmth to the overall event experience. This segment was well appreciated by participants and helped balance the technical focus of the Fest with a more social and cultural dimension.

Together, the inaugural and closing sessions framed DataFest-2025 as both a milestone and a process—an inflection point in Pakistan's data journey rather than a one-off event.

Beyond the quiz, youth participation extended to workshops, exhibitions, and interaction with practitioners and policymakers. These engagements exposed students to real-world applications of data, career pathways, and the relevance of data skills to national development challenges.

3. Workshop

DataFest-2025 featured a series of technical workshops and capacity-building sessions aimed at strengthening practical skills and applied understanding of data systems.

These sessions targeted a diverse audience, including government analysts, researchers, students, and practitioners. Topics covered ranged from the use of administrative data and modern statistical techniques to data visualization, analytics tools, and emerging technologies relevant to official statistics and development planning. The workshops were designed to be hands-on and application-oriented, emphasizing real-world use cases rather than abstract methodologies. Participants were exposed to tools and approaches that can enhance data quality, improve timeliness, and support evidence-based decision-making within institutional settings.



A key feature of the workshops was their role in bridging the gap between technical expertise and policy relevance. Facilitators emphasized how analytical outputs can be tailored to the needs of decision-makers, reinforcing the message that effective data use requires both technical competence and an understanding of governance contexts. These capacity-building sessions contributed to DataFest-2025's broader objective of promoting data literacy—not only among technical specialists but also among policy actors who rely on data for planning and monitoring.

The Data Fest workshops were meticulously organized across six workstations per session: five standard workstations and one designated special workstation. The two-day schedule was structured to maximize participation and deep-dive engagement, resulting in a total of 77 organized workshops across the event.

Day 1 Workshops Structure:

- Total workshops for Day 1: **35 Workshops¹**
- There were **3 sessions**, each of one-hour duration & had 2 presentations.
- Each session utilized **6 workstations (5 standard + 1 special)**.

¹ List Annexed

Day 2 Workshops Structure:

- Total workshops for Day 2: **43 Workshops**²
- There were **4 sessions**, each of one-hour duration & had 2 presentations.
- Each session utilized **6 workstations** (5 standard + 1 special).

3.1. Scrutiny and Management of Presentations

The initial list of interested participants was compiled from two main sources: first, the Data Fest Secretariat/DDSS sent direct invitations to all sectors including presenters from last year's event; and second, the Workshop Management team focused on candidates who demonstrated explicit interest through the official registration process plus last year presenters. This combined list then underwent careful scrutiny by the Workshop Management team, consisting of Dr. Bahrawar Jan, Mr. Rizwan Bashir, Dr. Neelum Younis and Ms. Ramsha Haider. This review was primarily based on the alignment of the proposed topics with the official Fest themes and areas of interest. The shortlisted participants were subsequently contacted via email to obtain their official credentials and their draft PowerPoint presentations.



Once the presentations were received, each submission underwent a thorough review by the focal persons to ensure a precise match with the Fest's thematic areas. Following this review, the Workshop Management team provided detailed guidelines to all presenters via email, WhatsApp

² List of 43 Workshops is Annexed

instructing them on necessary modifications, including content refinement and slide count limitations, to fit their assigned time slots.

For 30-minutes presentations: Presenters were strictly asked to limit their slide count to 10-15 slides. This allocation included a focused 5–10-minute Q&A session.

These guidelines were crucial in ensuring that every presentation was well-structured, focused, and allowed ample time for audience interaction and valuable feedback



3.2. Workshops Moderation

Following the successful precedent established in the previous year's Data Fest, each workshop session continued to be moderated by a designated Chair, a practice strongly supported by the Workshop Management team. It was confirmed that the Chair could be selected from either a senior officer within PBS or outside from PBS or a presenter participating in a different workstation. PBS maintained its commitment to fostering collaboration by once again extending the honor of chairing presentations to distinguished presenters from different organization, significantly enhancing the inclusive spirit of the event. To ensure seamless execution, the Workshop Management Group reached out to all potential Chairs, shared the session schedules, and requested confirmation of their availability. Based on their preferences and ease of



coordination, time slots were carefully adjusted to guarantee smooth and effective moderation throughout the event.

At the conclusion of the session, the Chair formally presented the certificate of appreciation to the presenter, acknowledging and honoring their valuable contribution and commitment to DataFest 2025. This multifaceted role was essential in maintaining the professionalism, time

discipline, and intellectual flow of the workshops, ensuring a high-quality, engaging experience for all involved.

3.3. Challenges and Issues

The biggest challenge was Last-minute cancellations and schedule alterations by presenters created logistical hurdles. Furthermore, some Chairpersons caused delays, and the tight scheduling (with insufficient time between workshops) posed significant challenges for the Focal Persons managing simultaneous sessions. Despite some technical issues, workshops were managed efficiently.

3.4. Suggestions

Following are the suggestions for improvements:

- A quiet, enclosed, and separate venue (hall) to minimize noise distractions (the top request from all stakeholders). Consider noise-reducing materials or dividers if necessary.
- Confirm presenter availability well in advance and establish a clear cancellation policy.
- Allocate adequate time between sessions to allow for transition and preparation. Communicate schedule changes promptly.
- Provide clear venue directions and maps. Display clear signage indicating the workshop location and designate a welcome desk. Implement additional TV screens/standee displays at each station to announce the current topic.

4. Stall Management

The stalls and exhibition area provided a dynamic space for showcasing innovations, tools, and data products from across Pakistan's data ecosystem. Exhibitors included government institutions, development partners, private sector firms, academic initiatives, and technology providers. A total of **58 exhibition stalls and stand-alone stations** were set up during DataFest-2025, showing strong participation from across Pakistan's data and innovation landscape. These included representation from the **Pakistan Bureau of Statistics, international organizations, government and semi-government institutions, IT and telecom organizations, NGOs, academia, private organizations, and media representatives.**

The stalls were organized in different formats including **Premium, Essential, Medium, and Basic stalls**, along with stand-alone stations, allowing institutions of different scale and capacity to participate effectively³. Prominent participants included **UNICEF, UNFPA, World Bank, FAO, NADRA, and SUPARCO**. The exhibition area became one of the most vibrant parts of the Fest and created strong opportunities for networking, knowledge sharing, and collaboration. Sector-wise participation included **one PBS stall, five international organization stalls, nine IT and telecom stalls, twenty-six government and semi-government stalls, five NGO stalls, seven academia stalls, two private stalls, one media stall, and two stand-alone stations.**

Exhibited products ranged from statistical dashboards and administrative data platforms to geospatial tools, analytical software, and digital services supporting data collection, dissemination, and visualization. These displays illustrated the growing diversity of data sources and solutions available to support development and governance objectives.

The exhibition format enabled informal interaction between data producers, users, and innovators, facilitating knowledge exchange and potential collaboration. For many participants, the stalls provided concrete examples of how data can be operationalized—moving discussions from conceptual possibilities to practical applications.

Importantly, the exhibitions reinforced a key message of DataFest-2025: technical solutions are increasingly available, but their impact depends on institutional uptake, integration into workflows, and alignment with policy needs.

4.1. Stall Operation on Event Day

The physical setup of all stalls was carried out either on the day prior to the event or during the morning of the event itself, depending on the pre-determined schedule and logistical requirements. This ensured that each stall was fully prepared, properly arranged, and ready to receive visitors from the start of the event. Dedicated staff members and volunteers actively assisted in the setup process, providing hands-on support for installations, arranging materials, and addressing any last-minute technical or logistical issues. Their presence ensured a smooth

³ Detailed list is Annexed

and efficient setup, allowing exhibitors to focus on delivering an engaging and seamless experience for attendees.

Focal persons were assigned to each stall zone to oversee operations, support stall teams, and ensure that visitors experienced smooth and engaging interactions. Technical support personnel remained on-site to promptly resolve any issues related to equipment, connectivity, or digital tools. An attendance sheet was designed to record the daily attendance of all exhibitors' participants to maintain accurate participation data. A comprehensive inventory checklist was prepared by PBS to verify the availability and functionality of items and equipment across each stall category basic, medium, essential, and premium.

4.2. Exhibition Stalls

The exhibition component of DataFest-2025 featured a diverse range of stalls representing government institutions, development partners, academia, and the private sector. These stalls served as interactive platforms to showcase data products, digital innovations, research initiatives, and sectoral contributions aligned with the Fest's thematic areas. The exhibition provided participants with valuable opportunities for engagement, knowledge exchange, and collaboration across multiple domains.

4.2.1. Pakistan Bureau of Statistics (PBS)

Pakistan Bureau of Statistics (PBS), as the National Statistical Organization of Pakistan and the official host of DataFest 2025, established a flagship premium stall that served as the central representation of its institutional mandate, national contributions, and ongoing digital transformation. Positioned prominently within the exhibition area, the stall functioned as a key attraction, drawing a diverse audience including policymakers, researchers, development partners,



academia, and students. It provided an integrated view of how PBS produces credible, timely, and comprehensive data to support evidence-based decision-making and national development planning. Through a combination of interactive displays and expert engagement, the stall effectively demonstrated PBS's leadership in strengthening Pakistan's data ecosystem and promoting a culture of data-driven governance.

The stall was designed with a professional and visually cohesive layout, reflecting official branding and offering dedicated spaces for digital interaction, information dissemination, and stakeholder engagement. Visitors were introduced to a wide array of statistical products and innovations

through interactive dashboards, infographics, and slideshow presentations that highlighted key socio-economic indicators and sectoral trends across health, education, labour, agriculture, industry, and prices. Printed publications, brochures, and reports were also made available, allowing visitors to explore and take away valuable resources. In addition, audio-visual content and short documentary-style videos showcased survey operations, digital census initiatives, and emerging systems such as disaster response mechanisms, further reinforcing PBS's modernization efforts.



A range of activities were conducted throughout the event to enhance engagement and promote data literacy. These included live demonstrations of data portals and analytical tools, presentations of key statistical findings using visual storytelling techniques, and detailed briefings on flagship surveys and ongoing initiatives. The stall also facilitated interactive discussions and question-and-answer sessions, enabling direct engagement between PBS experts and visitors. These interactions provided technical guidance, addressed queries, and strengthened collaboration across sectors, while also offering capacity-building insights, particularly for provincial statistical offices and academic users.

The stall experienced exceptionally high footfall over the two-day event, emerging as one of the most visited and interactive spaces at DataFest 2025. It hosted a wide spectrum of stakeholders, including senior federal leadership such as the Minister for Planning, Development and Special Initiatives, along with high-level government officials, representatives from federal and provincial institutions, and delegations from public-sector organizations. Development partners, NGOs, and professionals from diverse fields including environment, governance, and law actively engaged with the stall. Media personnel also covered PBS's initiatives, particularly its digital reforms and census operations, while a large number of students, researchers, and young data enthusiasts participated enthusiastically. This extensive engagement enabled PBS to effectively showcase its work, respond to technical inquiries, and reinforce its role as a cornerstone institution in Pakistan's national statistical system, committed to transparency, innovation, and data-driven development.

4.2.2. United Nations Children's Fund (UNICEF)

Pakistan Bureau of Statistics (PBS) organized DataFest 2025 as a national-level platform to promote data innovation, digital transformation, and evidence-based policymaking. UNICEF participated as a Premium Stall holder, showcasing its continued collaboration with the Government of Pakistan in strengthening data systems for children and broader social development. The stall served as a key knowledge-sharing space to present UNICEF's contributions in data, research, monitoring, and evaluation.



The objectives of the stall were to present UNICEF's initiatives on data and digital tools focused on children, highlight the importance of evidence-based policymaking, raise awareness of UNICEF's role in strengthening national and provincial data systems, and foster collaboration with government departments, academic institutions, and development partners.

The stall was set up as a 20 ft. × 10 ft. professionally designed premium booth featuring branded banners, digital displays, publications, and informational materials. Interactive screens showcased UNICEF-supported surveys, dashboards, and policy briefs, along with brochures and awareness materials on child-related indicators and social development data. Activities at the stall included display of UNICEF data products and digital tools, explanation of child-related indicators and monitoring systems, distribution of awareness material, one-on-one discussions on strengthening data systems, and interactive engagement on SDG monitoring and evidence-based policymaking.



The stall received significant attention throughout the event, attracting senior government officials, PBS officers, researchers, development partners, university students, media representatives, policymakers, and technical experts from planning, social development, and statistical domains.

4.2.3. United Nations Population Fund (UNFPA)

The United Nations Population Fund (UNFPA), as a key international development partner, participated in DataFest 2025 to showcase its contributions toward strengthening population data systems, demographic analysis, and evidence-based planning in Pakistan. The stall highlighted UNFPA's extensive work in areas such as maternal and reproductive health, gender equality, and youth empowerment, reflecting its commitment to supporting sustainable development through reliable and timely population data. It served as an important platform to raise awareness about demographic trends and their implications for policy formulation and national planning.



Designed as a premium exhibition space, the stall featured a well-structured and visually engaging setup equipped with display panels, LED screens, and digital presentation units. Visitors were introduced to UNFPA's initiatives through video documentaries and interactive dashboards that illustrated key areas such as population dynamics, maternal health programs, gender-based violence awareness, and youth engagement strategies. Informational brochures, posters, and publications were also made available, providing comprehensive insights into UNFPA-supported programs and their impact on development outcomes.



Throughout the event, the stall facilitated a range of interactive activities aimed at promoting data literacy and stakeholder engagement. These included live demonstrations of digital population data platforms, guided walkthroughs of key initiatives, and the distribution of awareness materials. Representatives engaged directly with visitors through discussions and question-and-answer sessions, offering detailed explanations of ongoing projects and the role of population data in evidence-based decision-making. These interactions enabled participants to better understand the practical applications of demographic data in addressing national development challenges.

The UNFPA stall attracted a diverse and substantial number of visitors, including representatives from government institutions, development organizations, academia, and the private sector.

Students, researchers, and data professionals showed particular interest in the organization's work, while members of the general public engaged actively to learn more about population-related issues and programs. The strong footfall and meaningful engagement underscored the relevance of UNFPA's contributions and reinforced its role as a key partner in advancing data-driven development and policy planning in Pakistan.

4.2.4. Food and Agriculture Organization (FAO)

The Food and Agriculture Organization (FAO), a UN specialized agency, works to end hunger and ensure access to safe, nutritious, and sufficient food for all. In Pakistan, FAO supports government efforts in sustainable agriculture, climate resilience, water management, capacity development, and natural resource conservation. FAO participated in DataFest 2025 (11–12 November at Pak-China Friendship Centre, Islamabad) with an interactive pavilion



showcasing its data tools, knowledge products, and innovations. The stall highlighted how data-driven approaches contribute to food security, climate adaptation, and sustainable agricultural systems, along with SDG-focused awareness activities for visitors.

The objectives of the stall were to promote FAO's key initiatives and data tools in agriculture, water, environment, food security, and climate resilience; increase awareness of FAO's databases and knowledge products among policymakers, researchers, students, and development partners; demonstrate the role of data in evidence-based decision-making for agriculture and climate adaptation; strengthen collaboration with government institutions, academia, private sector, and stakeholders; and support knowledge sharing aligned with national priorities and the SDGs.



The stall was set up as a 20 ft. × 10 ft. premium pavilion equipped with audio-visual displays, videos, and live demonstrations of FAO platforms including AQUASTAT, FAOSTAT, WaPOR, IPC, RIMA, ACWA Portal, and FAO e-Learning Academy. The stall also featured brochures, reports, leaflets, QR-based resources, and interactive data demonstrations.

Activities at the stall included live demonstrations of FAO data portals, distribution of knowledge products, one-on-one briefings and Q&A sessions, networking with stakeholders from multiple sectors, and presentation of agriculture and climate-related data success stories. FAO also

conducted a panel discussion titled “Strengthening Pakistan’s Agriculture: Boosting Productivity and Competitiveness in Crops and Livestock through Technology, Policy, and Innovation.”

The stall attracted significant engagement from policymakers, government representatives, researchers, academics, students, private sector stakeholders, NGOs, agribusinesses, development partners, media personnel, and donor agencies, reflecting strong interest in agriculture, food security, and climate resilience initiatives.

4.2.5. World Bank

The World Bank participated in DataFest 2025 with a dedicated stall showcasing its data-driven development initiatives, digital tools, and analytical platforms that support Pakistan’s development agenda. The stall served as an interactive platform to engage stakeholders and demonstrate how data-driven insights can strengthen evidence-based policymaking and national development planning. The objectives of the stall were to present key World Bank programs, reports, and data solutions;

promote awareness of open data and evidence-based decision-making; facilitate visitor engagement and guidance on data access; and strengthen collaboration and networking with government institutions, academia, and development partners.

The stall was set up as a 20 ft. × 10 ft. premium space featuring blue-and-white World Bank branding, thematic backdrop panels, digital display screens for live demonstrations, and a dedicated counter for publications and visitor interaction. Display materials included banners, brochures, policy briefs, sector-wise reports, and infographics of development indicators, live dashboards, project publications, and knowledge kits.

Activities at the stall included live demonstrations of dashboards, datasets, and digital tools, guided explanations of platforms and project insights, distribution of publications, one-on-one interactions with visitors, and interactive engagement through digital screens and project walkthroughs.

The stall attracted significant attention from officials of the Ministry of Planning, provincial government representatives, university faculty, researchers, students, development partners,



and media teams. Visitors showed strong interest in open data access, research collaboration opportunities, economic indicators, and project-related insights.

4.2.6. Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)

The Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC), established in 1978 and headquartered in Ankara, Turkey, is the principal statistical and socio-economic research arm of the Organization of Islamic Cooperation (OIC). SESRIC is mandated to collect, analyze, and disseminate socio-economic statistics and to implement capacity-building programs across its 57 member countries. The organization plays a key role in promoting statistical capacity building, policy-oriented research, technical cooperation, and SDG monitoring across OIC national statistical systems.

The objectives of the stall were to showcase SESRIC's mandate, global initiatives, and research outputs; present its statistical databases, flagship reports, and training programs; enhance coordination with Pakistan's national institutions, particularly PBS; engage with policymakers, researchers, students, and development partners; and promote collaboration opportunities in SDG monitoring and statistical modernization.

The stall was set up as a 9 ft. × 9 ft. medium-sized exhibition booth featuring SESRIC branding materials, publications, and digital resources. The display included a backdrop highlighting SESRIC's logo and global programs, OIC Statistical Yearbook, SDG reports, training manuals, brochures on capacity-building initiatives, multimedia screens showcasing promotional videos, and flyers introducing key OIC statistical initiatives and commissions.



Activities at the stall included presentation of SESRIC's statistical databases and research outputs, display of publications and training materials, demonstration of multimedia content and videos, and interactive engagement with visitors including students, researchers, and policymakers. Information was also shared on OIC statistical initiatives and capacity-building programs.

The stall attracted considerable attention from a diverse audience including federal and provincial government officials, academics and researchers, students, representatives of UN agencies and development organizations, and professionals from private-sector research institutions.

4.2.7. National Database and Registration Authority (NADRA)

The National Database and Registration Authority (NADRA), an autonomous organization under the Government of Pakistan, participated in DataFest 2025 to showcase its technological advancements, identity management systems, and citizen-centric digital solutions. As the country's leading institution for secure identity, civil registration, and data management, NADRA highlighted its pivotal role in digital governance and efficient public service delivery.



The objectives of the stall were to highlight NADRA's key digital initiatives, systems, and public service innovations; enhance public awareness regarding its services, technological capabilities, and modernization efforts; and engage with citizens, researchers, students, and government stakeholders on identity management and digital transformation.

The stall was set up as a 20 ft. × 10 ft. premium exhibition booth equipped with branded panels, LED screens, structured display areas, and digital units. Presentations included video documentaries and system demonstrations covering the Identity Management System, Civil Registration System, Digital Pakistan initiatives, and e-services including mobile registration facilities. Display materials included brochures, service guides, digital flowcharts, and awareness content. NADRA



was represented by Mr. Syed Shabahat Ali (Head of Department PED), Mr. Malik Saleem Anwar (Head of Department NTL Operations), Mr. Sachal Ahmed (Head of Department Business Development), Mr. Malik Yasin Ali (Deputy Director NTL Operations), and Mr. Rehan Azhar (Deputy Director Business).

Activities at the stall included live demonstrations of NADRA's digital identity and service systems, distribution of awareness materials, public guidance on CNIC processes and online services, interactive Q&A sessions, and digital walkthroughs of key platforms.

The stall received strong engagement from government ministries, public-sector delegations, university students, researchers, data professionals, private-sector technology firms, and members of the general public seeking information about NADRA services.

4.2.8. Space and Upper Atmosphere Research Commission (SUPARCO)

The Pakistan Space and Upper Atmosphere Research Commission (SUPARCO), the national space agency of Pakistan, participated in PBS DataFest 2025 held at the Pak-China Friendship Centre, Islamabad. SUPARCO showcased its contributions to space science, satellite development, and the application of space technology for national development. The stall highlighted ongoing research and development activities, operational satellite systems, and their use in socio-economic planning and evidence-based governance.



The objectives of the stall were to highlight and promote key SUPARCO projects and to increase public awareness regarding its technological advancements and major national initiatives.

The stall was set up as a 20 ft. × 10 ft. premium exhibition space featuring a formal layout with display counters, branding materials, and a dedicated digital demonstration area. Presentations included audio-visual content showcasing SUPARCO's initiatives. Display materials comprised satellite models, reports, brochures, and informational resources. SUPARCO was represented by Mr. Umer Farooq Khattak (Manager), Mr. Ahaan Ashraf (Assistant Manager), Mr. Faisal Karim (General Manager), and Dr. Ibrar Ahmad (General Manager).



Activities at the stall included presentations on SUPARCO initiatives, distribution of reports and brochures, interactive briefing sessions, public Q&A, and engagement through digital screens and survey-based content. The stall attracted a diverse audience including students, researchers, government officials, development partners, and members of the general public, who actively engaged with satellite models, demonstrations, and digital visual content.

4.2.9. Bureau of Statistics Punjab

Bureau of Statistics (BOS) Punjab, an attached department of the Planning & Development Department, is responsible for provincial data collection, coordination of statistical activities, and dissemination of official statistics through surveys, censuses, and administrative sources. At DataFest 2025, BOS Punjab showcased its statistical products, digital tools, and ongoing initiatives, demonstrating how official statistics support evidence-



based governance, planning, and development. The stall also featured interactive dashboards and applications to enhance accessibility and usability of provincial data, while promoting data awareness among visitors.

The objectives of the stall were to promote the importance of official statistics for evidence-based policymaking; showcase key socio-economic indicators and their application across sectors; provide data and technical assistance to MSc, MPhil, and PhD students for research purposes; offer guidance to Provincial Statistical Cells on survey design, data processing, and reporting; present ongoing statistical developments and initiatives; facilitate stakeholder engagement through publications and data products; and demonstrate the features of the Punjab Info Portal.



The stall was set up as an 18 ft. x 9 ft. essential exhibition space featuring professionally designed branding panels, display counters, and a digital demonstration area. Presentations included live demonstrations of data tools, interactive dashboards, slideshow presentations, and displays of flagship statistical programs. Materials exhibited included infographics, charts, brochures, reports, flyers, and audio-visual content.

Activities at the stall included live demonstrations of software and data portals, presentation of key findings through visual materials, briefings on flagship surveys and initiatives, distribution of publications, interactive Q&A sessions, and awareness presentations on the importance of official statistics.

The stall attracted a diverse audience including federal and provincial government officials, university students, researchers, data professionals, representatives of private-sector organizations, development partners, and general visitors interested in Punjab's statistical data and digital tools.

4.2.10. Bureau of Statistics Sindh

The Bureau of Statistics Sindh participated in DataFest 2025 to present its core statistical work and publications to a wider audience. As the principal agency responsible for official statistics in Sindh, BOS Sindh showcased its efforts in collecting, compiling, and disseminating reliable socio-economic data across multiple sectors. The stall aimed to familiarize participants with the range of datasets produced by the Bureau and to highlight the importance of accurate statistics in supporting provincial development and informed policymaking.



The objectives of the stall were to display major statistical reports and publications available on the BOS Sindh official website; highlight the Bureau's commitment to open data, transparency, and professional statistical standards; demonstrate digital dashboards, visual summaries, and sectoral indicators derived from BOS datasets; encourage researchers, students, and policymakers to utilize BOS resources for evidence-based decision-making; and strengthen engagement with academic institutions and development partners.

The stall was set up as an 18 ft. × 9 ft. essential exhibition space featuring an organized display of printed reports, statistical bulletins, and digital screens. Display materials included major publications such as Sindh Development Statistics, Sindh Statistical Year Book, District Statistical Profiles, price and market trend statistics, education and agriculture statistical releases, and Sindh Child Labour Survey reports. Digital resources included an interactive workstation with province-wide indicators and graphical summaries, along with pamphlets and flyers on survey methodologies.



Activities at the stall included guided walkthroughs of key publications, one-on-one discussions on accessing reports and understanding survey frameworks, distribution of informational materials, engagement sessions on the role of official statistics in provincial planning, and presentation of thematic charts and digital visualizations of socio-economic trends.

The stall attracted significant attention from university scholars, research institutions, provincial department officials, civil society representatives, development professionals, and policy planners. Visitors showed particular interest in data access procedures, upcoming publications, and the use of BOS Sindh statistics in academic and policy research.

4.2.11. Bureau of Statistics KPK

The Bureau of Statistics (BOS) Khyber Pakhtunkhwa set up a stall at DataFest 2025 to present its statistical products, digital tools, and ongoing initiatives. The exhibit highlighted the role of official statistics in governance, planning, and development, allowing visitors to explore KP's key statistical outputs through interactive dashboards, digital applications, and survey systems.



The objectives of the stall were to showcase BOS KP's data-driven products, applications, and analytical tools; raise awareness on the importance of official statistics for evidence-based policymaking; present key programs, major surveys, and

ongoing statistical initiatives; facilitate engagement with stakeholders, researchers, academia, and the public; and promote a digital-first approach through interactive dashboards and real-time data demonstrations.

The stall was set up as an 18 ft. × 9 ft. medium-sized exhibition space featuring a structured layout with branding panels, display counters, and a digital demonstration area. Presentations included live demonstrations of software applications and data tools, interactive dashboards with real-time insights, and slideshow presentations on the role of official statistics. Display materials included infographics, charts, printed brochures, reports, and other informational resources. Publications exhibited included Development Statistics of KP, Socioeconomic Indicators (District-wise), KP in Figures, monthly price reports, employment and industrial reports, MICS, Child Labour Survey, and Health Survey.



Activities at the stall included live demonstrations of dashboards, applications, and data portals; presentation of key findings through visual materials; briefings on flagship surveys and ongoing projects; distribution of reports and brochures; interactive Q&A sessions; and awareness sessions through slideshow presentations.

The stall was visited by government officials, researchers, academicians, students, development partners, and representatives from various institutions. Delegations particularly appreciated BOS KP's interactive dashboards, real-time demonstrations, and the quality of its published statistical outputs.

4.2.12. Bureau of Statistics Balochistan

The Bureau of Statistics (BOS) Balochistan participated in DataFest 2025 by setting up a stall to showcase its key statistical publications, digital initiatives, and data dissemination tools. The stall highlighted the Bureau's role in supporting evidence-based planning and promoted awareness of official statistics. A key feature of the exhibit was the newly developed data dashboard, offering an interactive and user-friendly platform for filtering, comparing, and visualizing provincial indicators.

The objectives of the stall were to promote BOS Balochistan's latest statistical publications and sectoral reports; demonstrate digital initiatives, particularly the new data dashboard; showcase how the dashboard enables interactive visualization of provincial statistics; engage stakeholders including



researchers, students, and policymakers on the importance of evidence-based planning; raise awareness about the availability and use of official statistics; and strengthen collaboration with academic institutions, development partners, and government departments.

The stall was set up as a 9 ft. × 9 ft. basic exhibition space with a simple, professional layout featuring banners, standees, and a publication display table. A digital screen continuously played a dashboard video demonstrating interactive datasets and visualization tools. Display materials included annual and sectoral publications, dashboard demonstrations, statistical tool videos, banners, and standees highlighting key initiatives, all displayed throughout both days of the event.



Activities at the stall included demonstrations of digital dashboards and datasets, briefings on major statistical publications, live Q&A sessions, and guided explanations for visitors with on-spot support.

The stall attracted significant attention from students, researchers, academics, development partners, and government officials. Visitors showed strong interest in provincial data, dashboard functionalities, and the Bureau's published statistical outputs.

4.2.13. Bureau of Statistics AJ&K

The Bureau of Statistics AJ&K, attached to Planning & Development Department, participated in DataFest 2025 at the Pak-China Friendship Centre, Islamabad. As the main statistical institution of Azad Jammu & Kashmir, the Bureau is responsible for producing reliable socio-economic data to support evidence-based planning and decision-making. It conducts research, compiles statistics, disseminates official data for government and development partners, and coordinates with national and international agencies on surveys and capacity-building initiatives. The stall highlighted AJ&KBOS's key statistical products, dashboards, digital tools, and ongoing initiatives to enhance visibility and promote the use of official statistics.



The objectives of the stall were to display AJ&KBOS's statistical systems, dashboards, and publications; raise awareness about the importance of high-quality data for planning and decision-making; engage stakeholders to gather feedback on current and upcoming initiatives;

and strengthen collaboration with development partners, government departments, and academic institutions.

The stall was set up as a 9 ft. × 9 ft. basic exhibition space featuring standard furniture, display desks, and an interactive visitor engagement area. Digital screens continuously presented survey reports, achievements, and data products, while printed materials included annual statistical publications, brochures, survey reports, and downloadable resources. AJ&KBOS was represented by Mr. Mehmood Anjum, while PBS was represented by Ms. Samra Iqbal.

Activities at the stall included demonstrations of demographic, health, education, and socio-economic data; interactive sessions explaining data processes and outputs; Q&A sessions with visitors, officials, and development partners; and use of digital screens to showcase key indicators and SDG-related statistics of AJ&K.

The stall attracted significant interest from government officials, researchers, students, development partners, and other stakeholders. Visitors actively engaged with dashboards, publications, and interactive displays to better understand the socio-economic data landscape of AJ&K.

4.2.14. Ministry of Planning, Development & Special Initiatives (PDSI)

The Ministry of Planning, Development & Special Initiatives (MoPDSI), Government of Pakistan, participated in DataFest 2025 to showcase its national development frameworks, evidence-based planning tools, monitoring and evaluation systems, and digital initiatives. As the apex institution for development planning, public investment management, and economic reforms, the Ministry highlighted its contributions toward sustainable development, national growth, and digital transformation.



The objectives of the stall were to highlight MoPDSI's key development initiatives, reforms, and digital transformation programs; enhance public understanding of national planning processes, PSDP monitoring, and policy frameworks; engage with academia, researchers, development partners, and the public on evidence-based decision-making; and demonstrate digital tools supporting project monitoring, governance reforms, and socio-economic development.

The stall was set up as an 18 ft. × 9 ft. essential exhibition space featuring branded panels, LED screens, digital kiosks, and structured display areas for development documents and dashboards. Presentations included multimedia demonstrations of the PSDP digital monitoring system, Pakistan Planning Management Information System (PPMIS), Vision 2025/2035 strategic priorities, CPEC progress dashboards, and national socio-economic monitoring tools. Display materials included planning and development reports, policy frameworks, brochures, project briefs, and Monitoring & Evaluation (M&E) guidelines. The Ministry was represented by Dr. Sher Afgan (Chief ICT), Mr. Shadan Anjum (Joint Director), and Mr. Hameed Ullah Khan (Deputy Director).



Activities at the stall included live demonstrations of PSDP tracking and project monitoring dashboards, distribution of policy briefs and development reports, engagement sessions on national development priorities and CPEC initiatives, interactive discussions with stakeholders, and Q&A sessions on planning processes and monitoring mechanisms.

The stall attracted significant attention from government representatives, university students, researchers, economists, development practitioners, international partners, NGOs, and general visitors interested in national planning and development priorities.

4.2.15. Ministry of Finance

The Ministry of Finance (MoF) participated in DataFest 2025 organized by the Pakistan Bureau of Statistics. The stall showcased key financial data initiatives, budget-related publications, national economic indicators, and digital tools that support evidence-based policymaking in Pakistan. The exhibit aimed to facilitate access to financial statistics and policy information for students, researchers, and institutional stakeholders.

The objectives of the stall were to highlight the Ministry's financial and economic data resources; provide public access to budget documents, economic surveys, and key macroeconomic indicators; promote understanding of fiscal policy, national budgeting, and economic development; encourage the use of MoF data portals and financial reports; and raise awareness among youth, academia, and professionals regarding Pakistan's financial framework.



The stall was set up as a 12 ft. × 9 ft. medium-sized exhibition space with compact display arrangements, basic furniture, presentation desks, and shared space with the Ministry of Planning. Display materials included budget documents, economic surveys, annual publications, and infographics on public finance, debt management, revenue statistics, and financial reforms, along with brochures and information sheets. Digital screens were used for dashboards, interactive presentations, and data visualization.

Activities at the stall included live demonstrations of financial dashboards and datasets, presentations on key fiscal indicators and government expenditures, distribution of reports and brochures, one-on-one guidance on MoF data tools, and interactive engagement through digital screens and infographics.

The stall attracted senior officials, university delegations, research groups, professionals, media representatives, and other institutional stakeholders. Notable visitors included the Secretary from the Ministry of Planning, senior PBS officials, and representatives from various organizations.

4.2.16. Security Exchange Commission of Pakistan SECP

The Securities & Exchange Commission of Pakistan (SECP) participated in DataFest 2025 to showcase its regulatory, supervisory, and digital transformation initiatives. As the apex regulator of Pakistan's corporate and financial sectors, SECP promotes transparency, investor protection, and a facilitative business environment. The stall highlighted SECP's reforms, digital portals, publications, and awareness materials related to corporate governance and financial regulation.

The objectives of the stall were to highlight key SECP reforms, digitalization initiatives, and regulatory frameworks; raise public awareness about SECP's role in investor protection and corporate sector facilitation; and promote the use of SECP's digital portals, online services, and investor education tools.

The stall was set up as an 18 ft. × 9 ft. medium-sized exhibition booth featuring informational displays, banners, and digital demonstration screens.

Presentations included audio-visual content on corporate registration services, investor protection frameworks, and e-services portals. Display materials included brochures, regulatory guides, investor education booklets, and SECP publications. SECP was represented by Mr. Ali Raza Mehr, while PBS was represented by Ms. Neelum Bibi.



Activities at the stall included demonstrations of digital registration and complaint management systems, distribution of investor awareness materials, one-on-one discussions on corporate compliance and regulatory frameworks, Q&A sessions on business registration and capital markets, and interactive engagement through digital learning modules.

The stall attracted visitors from financial institutions, startups, corporate organizations, students, researchers, and aspiring entrepreneurs.

4.2.17. National Disaster Management Authority (NDMA)

The National Disaster Management Authority (NDMA), the premier national body for disaster risk management under the Government of Pakistan, participated in DataFest 2025 to showcase its disaster preparedness frameworks, technological innovations, real-time data systems, and national resilience initiatives. The stall highlighted NDMA's critical role in strengthening national resilience through early warning systems, digital platforms, emergency response mechanisms, and disaster preparedness strategies.



The objectives of the stall were to display NDMA's digital platforms, early warning systems, and disaster management technologies; enhance public understanding of national preparedness plans and risk reduction strategies; and engage with researchers, government bodies, and the public on disaster resilience, emergency operations, and data-driven disaster management.

The stall was set up as an 18 ft. × 9 ft. essential exhibition space equipped with display panels, LED screens, and dedicated information counters showcasing NDMA operations. Presentations included continuous multimedia demonstrations on the National Early Warning and Alerts System, GIS-based disaster mapping and situation reports, emergency response mechanisms, climate-related hazard monitoring, and community resilience initiatives. Display materials included NDMA policies, disaster preparedness guides, SOPs, DRR brochures, and awareness materials. NDMA was represented by Mr. Kashif Iqbal (DM Backend Dev).



Activities at the stall included demonstrations of NDMA's digital dashboards and GIS mapping systems, distribution of disaster preparedness and awareness materials, public briefings on

emergency procedures and early warning mechanisms, interactive Q&A sessions, and hands-on walkthroughs of real-time monitoring systems.

The stall attracted visitors from government ministries, public-sector departments, response agencies, university students, researchers, GIS and data professionals, NGOs, humanitarian organizations, private-sector emergency units, and members of the general public seeking information on disaster preparedness and NDMA services.

4.2.18. Small and Medium Enterprises Authority (SMEDA)

The Small and Medium Enterprises Development Authority (SMEDA), an autonomous body under the Ministry of Industries and Production, Government of Pakistan, participated in DataFest 2025 to showcase its initiatives for promoting the growth and development of small and medium enterprises. The stall highlighted SMEDA's role in supporting entrepreneurship through research studies, policy interventions, and capacity-building programs.



The objectives of the stall were to highlight and promote key SMEDA projects and initiatives, and to raise public awareness regarding its programs, services, and interventions for SME development. The stall was set up as a 9 ft. x 9 ft. basic exhibition space with standard furniture and a compact display arrangement suitable for presentations and visitor engagement. Audio and video presentations were shown on LCD screens highlighting SMEDA initiatives, while printed materials such as reports, brochures, and informational booklets were distributed to visitors. SMEDA was represented by Mr. Malik Muhammad Ijlal (Manager, SME Policy & Program Design Division) and Mr. Asghar Nasar (District Officer, Rawalpindi), while PBS was represented by Ms. Ayesha Ashfaq, Chief Statistical Officer.



Activities at the stall included presentations on SMEDA initiatives, distribution of publications and promotional materials, direct briefing sessions with visitors, Q&A interactions, and the use of digital tools such as screens and survey forms to enhance engagement.

The stall attracted significant interest from students, entrepreneurs, researchers, development partners, and government officials, who actively engaged with SMEDA's publications, presentations, and informational displays.

4.2.19. Punjab Social Protection Authority (PSPA)

Punjab Social Protection Authority (PSPA) participated in DataFest 2025 with a dedicated stall showcasing its innovations in data-driven governance. The stall provided a comprehensive overview of PSPA's digital ecosystem, highlighting its role as the central data hub for social protection programs in Punjab. The exhibit aimed to enhance awareness among stakeholders about PSPA's digital platforms, data solutions, and technology-enabled interventions for poverty alleviation and social protection.



The objectives of the stall were to highlight PSPA's data-driven interventions and digital transformation journey; showcase its ERP system, data integration processes, and the Punjab Socio-Economic Registry (PSER); demonstrate the use of data analytics, visualizations, and automated workflows for improved service delivery; raise awareness about PSPA's social protection programs and their impact; and promote its role as a central repository of socio-economic data for evidence-based policymaking.

The stall was set up as a 12 ft. × 9 ft. medium-sized exhibition space featuring a modern layout with digital screens, banners, and infographics illustrating program details and data processes. Presentations included videos demonstrating data workflows, system automation, and key program highlights. Display materials comprised infographics, brochures, and informational flyers.

Activities at the stall included demonstrations of PSPA's software systems, datasets, and digital tools; distribution of informational materials; live Q&A sessions; interactive engagement through displays of data integration pipelines and process flows; and video screenings highlighting PSPA's contributions to data-driven social protection.

The stall attracted strong engagement from government officials, researchers, students, development partners, and the general public, who explored PSPA's dashboards, systems, and informational resources to better understand its role in digital social protection initiatives.

4.2.20. Pakistan Meteorological Department (PMD)

The Pakistan Meteorological Department (PMD), an attached department of the Cabinet Division, participated in DataFest 2025 to showcase its weather forecasting systems, climate services, early warning mechanisms, and research-based environmental insights. The stall highlighted PMD's transition from conventional methods to advanced digital forecasting technologies, demonstrating its role in supporting disaster risk reduction, aviation safety, agriculture, water resource management, and national planning. The objectives of the stall were to create public awareness about weather forecasting, climate change, and early warning systems; display PMD's modern forecasting technologies, climate models, radar systems, and digital applications; demonstrate its role in disaster preparedness and risk reduction; engage researchers, students, policymakers, and the public through interactive tools; highlight key services such as aviation forecasts, marine weather services, and hydro-meteorological data; and showcase its contribution to climate resilience initiatives.



The stall was set up as an 18 ft. x 9 ft. medium-sized exhibition space with a thematic weather and climate-focused layout, including display counters, branding materials, and a digital demonstration area. Presentations included live demonstrations of forecasting models, satellite imagery, Doppler radar outputs, and interactive climate dashboards, along with slideshows on climate change trends and PMD's modernization journey. Display materials included infographics, charts, brochures, awareness pamphlets, and visual timelines. Key showcases included weather forecast models, satellite monitoring systems, radar outputs, PMD mobile applications, seasonal outlooks, monsoon and drought reports, and specialized services such as aviation meteorology, agromet advisories, marine forecasts, and flood early warnings.



Activities at the stall included live demonstrations of forecasting tools and radar systems, presentations on climate change and extreme weather events, interactive Q&A sessions, awareness talks on disaster preparedness, distribution of climate briefs and reports, and guidance on accessing PMD's digital services.

The stall attracted government officials, researchers, students, policymakers, and the general public. Visitors appreciated the interactive demonstrations and practical applications of PMD's

digital tools, contributing to increased awareness of weather services, climate monitoring, and disaster risk reduction efforts.

4.2.21. State Bank of Pakistan (SBP)

The State Bank of Pakistan (SBP) participated in DataFest 2025 organized by the Pakistan Bureau of Statistics, serving as an information and awareness platform for its digital financial services, statistical publications, and financial sector initiatives. The stall highlighted SBP's role in promoting financial inclusion and data-driven decision-making, showcasing key initiatives such as digital banking, cybersecurity frameworks, the Raast payment system, and publicly accessible financial datasets.

The objectives of the stall were to display SBP's advancements in the financial and digital banking sector; provide information on its statistical products and publications; facilitate engagement with researchers, students, professionals, and policymakers; promote digital financial inclusion initiatives; encourage the use of SBP's open data portals; and enhance understanding of the national payment ecosystem.

The stall was set up as a 9 ft. × 9 ft. basic exhibition space featuring standard furniture, display counters, and a digital presentation screen. Presentations included multimedia videos and dashboards on digital payments, Raast, and banking innovations. Display materials included brochures, banners, standees, infographics, statistical bulletins, annual reports, financial inclusion data, and guides on digital banking, cybersecurity, and branchless banking. SBP was represented by Mr. Rizwan Ahmed, while PBS was represented by Ms. Faiza Shahid.

Activities at the stall included demonstrations of SBP dashboards, datasets, and digital payment tools; presentations on Raast and digital banking trends; distribution of publications and informational materials; one-on-one interactions with visitors; Q&A sessions on financial policies, cybersecurity, and banking statistics; and engagement through digital screens and interactive content. The stall attracted a wide range of visitors including representatives from government institutions, academia, students, researchers, development partners, and the general public, who showed



strong interest in SBP's digital banking tools, open data platforms, and financial inclusion initiatives.

4.2.22. Directorate of Science & Technology

The Directorate General of Science & Technology (DoST), Government of Khyber Pakhtunkhwa, participated in DataFest 2025 by setting up a stall to showcase its initiatives in science, technology, and innovation. The stall served as a platform to highlight DoST's contributions toward digital transformation, research support, and technology-driven solutions aimed at improving governance and socio-economic development in the province. It also aimed to raise awareness about the role of science and technology in enhancing public service delivery.



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The objectives of the stall were to present DoST's key initiatives, research programs, and innovation-driven projects; increase public awareness about technology-based governance and data utilization; promote stakeholder engagement and collaboration with academia, private sector, and government institutions; and demonstrate DoST's role in supporting innovation, research, and technology adoption in Khyber Pakhtunkhwa.

The stall was set up as a 12 ft. × 9 ft. medium-sized exhibition space featuring a modern and interactive layout integrating digital displays, visual content, and printed materials. Presentations included audio-video demonstrations, live software applications, and dashboards showcasing DoST tools and datasets. Display materials included banners, standees, infographics, and digital screens highlighting key projects and achievements.

Activities at the stall included live demonstrations of software applications, dashboards, and datasets; presentations on research support initiatives and innovation funding programs; interactive engagement with visitors on digital initiatives and collaboration opportunities; and one-on-one briefings along with Q&A sessions.

The stall attracted a diverse audience including academics, researchers, students, government officials, IT professionals, and representatives from private organizations and partner institutions, who showed strong interest in DoST's innovation programs, digital initiatives, and collaboration opportunities.

4.2.23. Competition Commission of Pakistan (CCP)

The Competition Commission of Pakistan (CCP), an autonomous institution established under the Competition Act, 2010, participated in DataFest 2025 to showcase its role in promoting fair competition and ensuring transparent market practices. The stall highlighted CCP's efforts in eliminating anti-competitive behavior, protecting consumer interests, and enhancing economic efficiency through its regulatory frameworks, enforcement actions, and advocacy initiatives. It also displayed publications, research reports, and policy briefs emphasizing the importance of competition law in fostering innovation and sustainable market growth.



The objectives of the stall were to create awareness about CCP's mandate and its role in ensuring fair competition and consumer protection; disseminate informational materials including publications and policy briefs; engage with stakeholders, academia, and industry representatives to promote compliance with the Competition Act, 2010; highlight the role of competition law in economic growth and transparency; address queries related to mergers, cartels, abuse of dominance, and deceptive marketing practices; build collaborations with public and private institutions; and encourage students and young professionals to explore opportunities in competition law and policy.



The stall was set up as an 18 ft. × 9 ft. medium-sized exhibition space with standard furniture and display arrangements suitable for presentations on competition-related themes. Presentations included audio and video content highlighting CCP's enforcement actions, advocacy initiatives, and regulatory frameworks. Display materials included newsletters, brochures, and informational resources covering CCP's functions and activities. CCP was represented by Ms. Marryum Pervaiz (HoD Advocacy), Mr. Saad Gauhar (Deputy Director), Mr. Raja Taimur Hassan (Deputy Director), Ms. Seerat Arshad (Management Executive), Ms. Mashal Saqib (Management Executive), and Ms. Fatima Zahra Khan (Management Executive).

Activities at the stall included interactive awareness sessions on fair competition and consumer protection, demonstrations of digital tools such as the online complaint portal, multimedia presentations on enforcement cases and advocacy initiatives, distribution of publications, one-on-one guidance on regulatory matters, engagement with academia and industry stakeholders, and collection of visitor feedback for improving outreach efforts.

The stall attracted a diverse audience including students, academics, entrepreneurs, startups, industry professionals, business executives, public sector representatives, and general visitors, who showed strong interest in competition law, consumer rights, and regulatory frameworks in Pakistan.

4.2.24. Population Welfare Health and Population Punjab

The Population Welfare Department (PWD) Punjab participated in DataFest 2025 to showcase its initiatives, digital innovations, and community programs focused on population management and reproductive health. The stall highlighted the department's evidence-based approaches, digital tools, and awareness campaigns aimed at promoting sustainable population development. It also served as a platform to engage with the public and demonstrate the department's ongoing efforts in family planning and maternal health.



The objectives of the stall were to increase awareness about population welfare services and programs; highlight digital tools, dashboards, and data-driven solutions; engage youth, families, educators, and policymakers on issues related to family planning and population stabilization; strengthen partnerships with government bodies, NGOs, academia, and development partners; and collect feedback to improve future initiatives.

The stall was set up as a 9 ft. × 9 ft. basic exhibition space featuring informational standees, awareness posters, and digital displays. Presentations included digital screens showcasing program data, mobile applications, and progress dashboards. Display materials comprised brochures and IEC (Information, Education, and Communication) materials on family planning, maternal health, birth spacing, and gender-sensitive awareness. The department was represented by Ms. Rukhsana Kausar (Director Training, Research & Production).



Activities at the stall included presentations and guidance on population welfare services, demonstrations of digital dashboards and mobile applications, distribution of awareness materials, and one-on-one engagement with visitors through Q&A sessions on family planning and reproductive health programs.

The stall recorded significant footfall, attracting students, youth groups, parents, community members, health professionals, educators, NGO representatives, and government officials.

Notable visitors included Senator Mian Antique ur Rehman. Visitors appreciated the department's digital initiatives, counseling services, and awareness campaigns, highlighting the effectiveness and clarity of the information presented.

4.2.25. Pakistan Poverty Alleviation Fund (PPAF)

The Pakistan Poverty Alleviation Fund (PPAF) participated in DataFest 2025, organized by the Pakistan Bureau of Statistics, to highlight its data-driven development initiatives and innovations in the social sector. The stall showcased PPAF's achievements in data utilization, Monitoring & Evaluation (M&E) frameworks, Management Information Systems (MIS), community-driven development programs, and livelihood enhancement initiatives. It aimed to demonstrate how data and research inform policy formulation and program implementation within the organization.

The objectives of the stall were to promote the role of data and evidence in poverty alleviation initiatives; increase awareness about PPAF's M&E systems, MIS tools, and development programs; display research publications and knowledge products; facilitate interaction with stakeholders for networking and collaboration; and highlight PPAF's contribution to national development through data-driven approaches.

The stall was set up as an 18 ft. × 9 ft. essential exhibition space featuring a structured layout with digital screens, a top fascia, and designated areas for publications and product display. Presentations included demonstrations of MIS applications, community-driven development programs, and livelihood initiatives. Display materials included banners, booklets, thematic posters, research publications, brochures, informational materials, and olive products representing PPAF-supported livelihood interventions. The setup included seating and display arrangements for MIS demonstrations, publications, and product showcases. PPAF was represented by Mr. Zahid Hussain.

Activities at the stall included demonstrations of PPAF's poverty alleviation models, MIS frameworks, and community-based programs; distribution of publications, brochures, and informational materials; engagement with visitors on data collection and M&E mechanisms; and



continuous interaction with students, researchers, development professionals, and the general public.

The stall attracted significant attention from students, researchers, development professionals, government officials, and members of the public, who showed keen interest in PPAF's programs, data-driven approaches, and livelihood enhancement initiatives.

4.2.26. Trade Development Authority of Pakistan (TDAP)

The Trade Development Authority of Pakistan (TDAP), an organization under the Ministry of Commerce responsible for promoting and facilitating Pakistan's international trade, participated in DataFest 2025 held on 11–12 November 2025 at the Pak-China Friendship Centre, Islamabad. The stall showcased TDAP's data-driven initiatives, trade facilitation services, and efforts aimed at strengthening trade development and enhancing Pakistan's export performance.



The objectives of the stall were to highlight TDAP's mandate, core functions, and services; demonstrate the use of trade data in policy formulation and decision-making; disseminate trade-related information to stakeholders; and showcase the impact of data-driven trade facilitation initiatives.

The stall was set up as a 9 ft. × 9 ft. basic exhibition space with standard furniture and display arrangements suitable for compact presentations. Audio-visual presentations were displayed on LCD screens, while brochures and informational materials were made available for visitors.

Activities at the stall included distribution of brochures and promotional materials, engagement with visitors to explain TDAP's role and services, and demonstrations of digital resources and trade-related information platforms.

The stall attracted trade professionals, exporters, business representatives, students, researchers, and members of academia, as well as general visitors seeking information on trade facilitation services and data resources.

4.2.27. Directorate of Special Education

The Directorate General of Special Education (DGSE) participated in DataFest 2025 to highlight the creativity, skills, and artistic abilities of students with disabilities. The stall served as a platform to display handmade craft items produced by students with hearing impairments, visual impairments, physical disabilities, and intellectual challenges. The primary aim was to promote inclusiveness, showcase vocational capabilities, and raise awareness about the talents and potential of students enrolled in special education institutions.



The objectives of the stall were to exhibit handcrafted items, artwork, woodcraft, jewelry, and creative products made by students; demonstrate the role of special education in developing vocational and artistic skills; create public awareness about the abilities and achievements of students with disabilities; encourage support for inclusive education and skill development programs; and build connections with organizations and stakeholders working in disability inclusion.

The stall featured a thoughtfully arranged display of handmade items including decorative pieces, paintings, jewelry, woodwork, and embroidered products. Student work was organized into sections based on different disability categories for clarity and accessibility, with labels describing each category. Additional materials included posters and information sheets outlining DGSE's services, training programs, and institutional support.

Activities at the stall included live demonstrations of craft-making techniques, storytelling sessions highlighting students' development journeys, presentation of thematic artwork, interactive discussions on special education programs and teaching methods, and display and sale of handmade items to support students. Special students also set up Mehndi (henna) stalls, adding to visitor engagement.

The stall attracted strong attention from families, educators, students, disability rights activists, social workers, government representatives, university students, and the general public, promoting awareness and appreciation of inclusive education and the capabilities of persons with disabilities.

4.2.28. Pak-Swiss Training Centre (PSTC)

The Pak-Swiss Training Centre (PSTC), Karachi, established in 1965 by the Pakistan Council of Scientific & Industrial Research (PCSIR) with support from Switzerland, participated in DataFest 2025 to showcase its technical training programs and contributions to skilled workforce development. The centre follows the Swiss dual training system, which integrates practical hands-on training with classroom-based theoretical learning, leading to specialized diplomas in technical fields such as precision mechanics and instrumentation.



The participation aimed to highlight PSTC's role in producing highly skilled technicians who contribute significantly to industrial development in Pakistan. Its graduates have played an important role in strengthening local industries, particularly the automobile sector, thereby supporting national economic growth. The stall also reflected the expansion of Swiss-style training across multiple cities, including Karachi, Quetta, Peshawar, Lahore, and Gwadar, with Karachi further offering training in IPC technology to meet growing industrial demand.

The objectives of the stall were to present PSTC's training model and technical programs; showcase its contribution to skill development and industrial growth; raise awareness about Swiss-style vocational training; and highlight opportunities available for technical education and professional development in Pakistan.

The stall was set up as a basic informational display featuring printed materials, program descriptions, and visual content explaining training methodologies and outcomes. The display focused on PSTC's educational approach, its industry linkages, and the success of its graduates in various technical sectors.

Activities at the stall included dissemination of informational material about training programs, brief explanations of the Swiss dual training system, and engagement with visitors interested in technical education and skill development opportunities.

The stall attracted students, technical education seekers, industry representatives, and general visitors interested in vocational training and industrial skill development, who showed appreciation for PSTC's contribution to building a skilled workforce in Pakistan.

4.2.29. Islamabad Police / Safe City

The Islamabad Capital Police, through its flagship Safe City Project, participated in DataFest 2025 to showcase its modern policing solutions, technology-driven surveillance systems, public safety initiatives, and digital innovations. The Safe City Command and Control Center demonstrated Islamabad Police's commitment to smart policing, community protection, and crime prevention through advanced video surveillance, analytics, and emergency response coordination systems.

The objectives of the stall were to highlight Safe City Islamabad's technological infrastructure and surveillance systems; create public awareness about digital policing initiatives and community safety programs; and engage citizens, students, researchers, and government officials on modern policing, emergency response, and data-driven public safety systems.

The stall was set up as an 18 ft. × 9 ft. medium-sized exhibition space featuring a high-visibility booth with LED displays, branded panels, demonstration counters, and interactive screens. Presentations included multimedia demonstrations of the Safe City Command and Control System, intelligent video surveillance (CCTV network), Automatic Number Plate Recognition (ANPR), emergency helpline PUKAR-15, Women Safety App, ICT-15 App, crime analytics, and city-wide monitoring and response systems. Display materials included brochures, safety awareness guides, app user manuals, emergency response SOPs, and promotional materials. The Islamabad Police / Safe City Project was represented by Ms. Ayesha Jamil (Director Station), Mr. Asmat Ullah (Assistant Director Software), and Ms. Alina Sajjad (Deputy PRO).

Activities at the stall included live demonstrations of real-time surveillance and monitoring systems, awareness sessions on crime reporting and emergency response procedures, distribution of safety materials and application guides, hands-on assistance for installing and using safety apps, interactive Q&A sessions with visitors, and public briefings on traffic monitoring and integrated command operations.

The stall attracted students, researchers, families, government officials, and general visitors, who showed strong interest in Safe City technologies, digital policing tools, and citizen safety



applications, appreciating the role of technology in improving urban security and emergency response systems.

4.2.30. National Highways & Motorway Police (NHMP)

The National Highways & Motorway Police (NHMP), a premier law enforcement agency under the Government of Pakistan, participated in DataFest 2025 to showcase its modern policing systems, technology-driven traffic management solutions, and public safety initiatives. The stall highlighted NHMP's commitment to road safety, efficient highway management, and public service through its "Help, Serve, and protect" ethos.



The objectives of the stall were to highlight NHMP's key projects and technological advancements in highway surveillance and management; promote public awareness of road safety rules; and strengthen public engagement through interactive demonstrations and awareness activities.

The stall was set up as a 9 ft. × 9 ft. basic exhibition space with standard furniture and informational displays. A patrol vehicle was also placed outside the stall to engage visitors. Due to limited space and technical issues with the LCD system, multimedia demonstrations were partially affected. Despite this, presentations included NHMP e-ticketing systems, surveillance mechanisms, and public assistance services. Display materials consisted of brochures, road safety manuals, and other awareness resources. NHMP was represented by Ms. Mubashira Javed (Superintendent of Police), Mr. Asad Abbas (Deputy Superintendent of Police), and Mr. Muhammad Younas.



Activities at the stall included demonstrations of e-ticketing, surveillance, and public assistance systems; distribution of road safety materials; engagement with visitors on motorway laws and safety guidelines; Q&A sessions on fines, regulations, and travel advisories; and mock driving tests conducted on a separate computer for public participation.

The stall attracted visitors including senior government officials, university teams, transport unions, logistics companies, families, and individuals interested in road safety awareness. Despite spatial limitations, the stall maintained strong engagement and awareness impact among visitors.

4.2.31. Ministry of National Health Services, Regulations & Coordination

The Ministry of National Health Services, Regulations and Coordination (M/o NHSR&C), the apex federal institution responsible for national health policy, public health coordination, disease prevention, and health system regulation, actively participated in DataFest 2025. The stall highlighted the Ministry's digital health initiatives, national disease surveillance systems, real-time monitoring tools, health emergency response frameworks, and public awareness programs. Its participation reflected the Ministry's commitment to strengthening Pakistan's healthcare system through data-driven decision-making and technology-enabled health preparedness.



The objectives of the stall were to showcase digital health platforms and disease surveillance systems; enhance public understanding of national health preparedness and regulatory mechanisms; engage researchers, health professionals, government institutions, and the public on data-driven health management; and promote awareness on disease prevention, health emergencies, and public health safety.

The stall was set up as a 9 ft. × 9 ft. standard exhibition booth equipped with display panels, LED screens, and informational counters. Presentations included demonstrations of the National Disease Surveillance and Early Warning System, digital health information management platforms, health emergency response mechanisms, immunization and outbreak monitoring dashboards, and public health awareness initiatives. Display materials included national health policies, regulatory documents, awareness brochures, emergency preparedness guides, and preventive health information resources. The Ministry was represented by Mr. Rehan Shahid Rao (Assistant Director).

Activities at the stall included demonstrations of digital health dashboards and surveillance tools, distribution of awareness and vaccination materials, public briefings on health policies and disease prevention, interactive Q&A sessions with visitors, and walkthroughs of real-time monitoring systems.

The stall attracted a diverse audience, including government health departments, university students, researchers, data professionals, NGOs, healthcare organizations, and members of the general public seeking information on health safety and Ministry services.

The participation was supported through effective coordination by event management teams, ensuring stall setup, technical facilities, and logistical arrangements. However, challenges such as high visitor turnout, occasional internet disruptions, and limited staff availability were noted.

Overall, the Ministry's participation significantly enhanced public awareness of national health initiatives, strengthened institutional outreach, and generated positive feedback on its digital health systems and awareness campaigns, while also identifying areas for further improvement in future exhibitions.

4.2.32. Karandaaz Pakistan

Karandaaz Pakistan participated in DataFest 2025 to showcase its initiatives in financial inclusion, SME financing, digital financial services, and innovation-led development. As a development-focused organization supported by international partners, Karandaaz works to expand financial access for individuals and businesses through research, investments, and technology-driven solutions. The stall highlighted its publications, digital tools, and knowledge products related to financial sector development and economic inclusion.



The objectives of the stall were to highlight Karandaaz's flagship programs in financial inclusion and SME support; raise awareness about its research outputs and digital financial solutions; and engage with stakeholders from academia, industry, and public institutions to promote dialogue on innovation in the financial sector.

The stall was set up as a 9 ft. × 9 ft. basic exhibition booth with standard display shelves and branding elements aligned with Karandaaz's thematic focus areas. Audio-visual presentations were shown on LCD screens covering digital financial inclusion programs, research insights, and innovation initiatives. Display materials included research publications, brochures, reports, and digital tools demonstrated to visitors. Karandaaz was represented by Ms. Amna Shahid (Senior Analyst – Research & Insight), while PBS was represented by Ms. Neelum Bibi.



Activities at the stall included demonstrations of digital financial inclusion tools and research dashboards, distribution of publications and informational materials, one-on-one discussions on SME financing and financial inclusion, Q&A sessions addressing public queries, and engagement through interactive digital displays.

The stall attracted researchers, students, and academic professionals interested in financial inclusion; SME owners, entrepreneurs, and business professionals; and members of the public

seeking information on financial access, digital solutions, and innovation-driven development programs.

4.2.33. Advance International Hospital (AIH)

Advance International Hospital (AIH) participated as the healthcare partner at DataFest 2025 organized by the Pakistan Bureau of Statistics (PBS). The stall was established to provide essential first aid services, ambulance support for medical emergencies, and free health screenings throughout the event. Visitors also received on-site medical consultations along with vital health checks including blood pressure, random blood sugar, and BMI assessments, ensuring continuous health facilitation for all participants.



The primary objective of the stall was to ensure timely medical assistance in case of emergencies, provide free basic health screenings to visitors and participants, and distribute health awareness materials to promote preventive healthcare practices.

The stall was set up as a basic healthcare booth with three-sided visibility, hospital branding, and an LED display to facilitate easy visitor flow and clear identification. A dedicated medical assessment area was arranged with necessary screening equipment. The healthcare team included a Medical Officer, nursing staff members, and a laboratory assistant. Services were provided continuously over both days of the event, including health screenings, consultations, and emergency readiness support.

Activities at the stall included on-spot medical assessments, demonstrations of screening procedures (blood pressure, blood sugar, and BMI checks), distribution of health awareness brochures and informational cards, and direct interaction between medical staff and visitors through consultations and Q&A sessions focused on preventive healthcare and immediate medical guidance.



The stall served all event participants, including general visitors, PBS staff, delegates, and students, ensuring their health and safety while also promoting awareness of preventive healthcare practices.

4.2.34. Pakistan Institute of Education (PIE)

The Pakistan Institute of Education (PIE) participated in DataFest 2025 through a dedicated medium-sized stall sponsored by the Pakistan Bureau of Statistics (PBS). The stall showcased PIE's key publications, research outputs, and ongoing initiatives in the education sector, with a strong focus on data-driven decision-making, evidence-based policy formulation, and stakeholder awareness. Visitors were able to explore educational statistics, analytical reports, and datasets through structured displays and interactive discussions.



The objectives of the stall were to present PIE's educational reports, analytical publications, and newsletters; raise awareness about the importance of reliable education statistics for planning and policymaking; highlight key research outputs and SDG-4 monitoring initiatives; facilitate engagement with stakeholders including researchers, students, development partners, and government officials; and promote the use of PIE datasets for research and educational planning.

The stall was set up as an 18 ft. × 9 ft. medium-sized exhibition space with a structured layout, display counters, branding materials, and areas for visitor interaction. Presentations included demonstrations of data collection processes, analytical frameworks, and briefings on education statistics. Display materials comprised infographics, charts, printed reports, newsletters, and brochures. Key publications showcased included the Pakistan Education Statistics (PES) Report 2023–24, Financial Report, National Achievement Test (NAT) Report 2023, Girls' Education in Pakistan Report, Non-Formal Education Statistics Report, Mid-Term Review of SDG-4, Out-of-School Children (OOSC) Report, and PIE newsletters. PIE was represented by Mr. Falak Sher and Mr. Muhammad Saddam Khan.

Activities at the stall included live briefings on research outputs and datasets, explanation of findings through visual materials, distribution of reports in both soft and hard copies, interactive discussions on education indicators and challenges, and guidance on the use of PIE data for research and planning purposes.

The stall attracted government officials, researchers, students, development partners, and other stakeholders, who appreciated PIE's comprehensive educational data resources and its contribution to national education planning and SDG-4 monitoring.

4.2.35. National University of Sciences & Technology (NUST)

NUST participated in DataFest 2025 at the Pak-China Friendship Centre to showcase its innovative, data-driven projects, technological solutions, and research initiatives developed by students and faculty. The stall highlighted the university's academic excellence and its strong focus on practical applications of data science, artificial intelligence, engineering, and emerging technologies. It also provided a platform for interaction between students, professionals, researchers, and industry representatives, strengthening academia–industry linkages and promoting innovation in Pakistan.



The objectives of the stall were to present innovative student and faculty projects in data analytics, AI, engineering, and emerging technologies; enhance visibility of research and student work; promote engagement with professionals and stakeholders; showcase NUST's academic programs and research strengths to encourage collaboration and student enrollment; and contribute to national development through technology and innovation.



The stall was set up as a 9 ft. × 9 ft. basic exhibition space featuring structured display areas with banners, standees, brochures, project summaries, and infographics. Digital screens were used for live demonstrations, videos, and interactive presentations. Demonstrations included software applications, dashboards, analytical tools, and datasets. Display materials consisted of brochures, flyers, project outlines, and digital interactive tools. Activities were conducted throughout both days with structured demonstrations and continuous visitor engagement.

Activities at the stall included live demonstrations of software applications and analytical tools, distribution of informational materials, interactive Q&A sessions with students and faculty, use of digital platforms such as touch screens and feedback forms, and continuous engagement with visitors through hands-on demonstrations and explanations.

The stall attracted students, researchers, professionals, and representatives from public and private organizations, who actively engaged with the showcased projects, appreciated the live demonstrations, and provided feedback on research and technological applications.

4.2.36. Lahore Leads University

Lahore Leads University participated in DataFest 2025 at the Pak-China Friendship Centre, showcasing its commitment to research, innovation, and emerging technologies. The stall highlighted student-led projects, academic programs, and applied research in data science and related fields, reflecting the university's growing engagement in digital transformation and skill development. It also provided a platform for students to demonstrate their work and interact with industry professionals, strengthening academia–industry collaboration.



The objectives of the stall were to present student innovations and academic projects in data science, technology, and applied sciences; provide a professional platform for students to demonstrate technical and problem-solving skills; promote awareness of the university's academic programs and research culture; strengthen academic–industry linkages; and attract prospective students while enhancing institutional visibility in the technology and data domain.

The stall was set up as a 9 ft. × 9 ft. basic exhibition space with an organized layout featuring separate areas for project displays, presentations, and discussions. Branded banners and standees ensured clear visibility. Audio-visual presentations and interactive demonstrations were conducted on digital screens. Display materials included brochures, project abstracts, infographics, research summaries, datasets, and digital presentations. The university was represented by Mr. Abid Ali, while PBS was represented by Ms. Kanwal Murtaza. Structured daily activities ensured continuous engagement throughout the event.



Activities at the stall included live demonstrations of software tools, dashboards, datasets, and student projects; distribution of brochures and academic materials; interactive Q&A sessions led by faculty and students; and use of digital tools such as touch screens, infographics, and feedback forms to enhance visitor engagement. Continuous discussions were held with visitors to provide academic guidance and insights into research initiatives.

The stall attracted students, academicians, researchers, and industry professionals, who actively engaged with the projects, asked questions about technological applications, and provided feedback on the university's academic and research presentations.

4.2.37. University of Azad Jammu & Kashmir (UAJK)

University of Azad Jammu & Kashmir (UAJK), a leading public sector university, participated in DataFest 2025 to showcase its academic strength, research contributions, digital learning initiatives, and student-led innovations. The university highlighted its commitment to knowledge creation, technology adoption, and holistic student development across multiple disciplines.



The objectives of the stall were to highlight UAJK's academic programs, research achievements, and institutional innovations; promote ongoing digital learning initiatives and student projects; engage with students, researchers, faculty members, and visitors on academic development and research areas; and enhance the visibility of UAJK's role in higher education, community development, and human capital formation.

The stall was set up as a 9 ft. × 9 ft. basic exhibition space with standard furniture and adequate display arrangements for compact presentations. Display materials included prospectuses, departmental brochures, research publications, project posters, and informational materials. Multimedia presentations highlighted academic departments, faculty research contributions, student innovation projects, digital learning tools such as e-library and LMS platforms, and community outreach initiatives. UAJK was represented by Ms. Rukhsana Khan (HOD), while PBS was represented by Ms. Hina Kanwal.



Activities at the stall included display of student research posters, academic models, and innovation projects; digital presentations of faculty research and academic achievements; distribution of prospectuses and admission information; interactive discussions with prospective students and academic visitors; and Q&A sessions covering academic programs, scholarships, admissions, and research opportunities.

The stall attracted students, researchers, faculty members, and academic visitors who engaged with the displayed materials and showed interest in UAJK's academic programs, research output, and educational opportunities

4.2.38. Pakistan Institute of Development Economics (PIDE)

The Pakistan Institute of Development Economics (PIDE), an autonomous research and academic institution, participated in DataFest 2025 at the Pak-China Friendship Centre, Islamabad, to showcase its contributions to economic research, data analysis, and evidence-based policymaking in Pakistan. The stall served as a platform for presenting PIDE's analytical work, research publications, datasets, policy briefs, and knowledge products aimed at supporting national development planning and informed decision-making.



PIDE highlighted its strong research portfolio focusing on economic development, public policy, and data-driven governance. Visitors, including students, researchers, policymakers, and professionals, showed keen interest in PIDE's analytical dashboards, datasets, and research outputs. The stall facilitated meaningful engagement between researchers and the wider public, promoting awareness of how evidence-based research supports economic planning and policy formulation.

The setup included a professionally arranged stall with branded displays, standees, and dedicated sections for research dissemination and visitor interaction. Digital screens were used to demonstrate analytical tools, dashboards, and research models, showcasing PIDE's work in economic analysis, policy studies, and data-driven insights. Printed materials such as brochures, policy briefs, research reports, infographics, and datasets were distributed to visitors to enhance understanding of PIDE's work.

Key activities at the stall included live demonstrations of datasets and analytical dashboards, interactive discussions with visitors, explanation sessions on research methodologies, and engagement through digital visuals and survey forms. Faculty and representatives actively guided visitors on the use of PIDE's research outputs for academic, policy, and professional purposes.



The stall attracted a diverse audience including university students, academic professionals, and government officials, representatives from public and private sector organizations, and researchers. Visitors appreciated the accessibility of PIDE's research outputs and the opportunity to engage directly with data-driven tools and policy discussions.

Overall, PIDE's participation in DataFest 2025 strengthened its visibility as a leading research institution and reinforced its commitment to promoting evidence-based policymaking, academic excellence, and data-driven economic development in Pakistan.

4.2.39. Lahore University of Management Sciences (LUMS)

Lahore University of Management Sciences (LUMS), through its Department of Economics, participated in DataFest 2025 organized by the Pakistan Bureau of Statistics at the Pak-China Friendship Centre, Islamabad. The stall highlighted LUMS' academic excellence, research contributions, and institutional strengths in higher education, with a focus on economics, policy research, and student development opportunities. It served as a platform to engage students, researchers, policymakers, and professionals interested in academic programs and research-driven learning.



LUMS showcased its academic portfolio including undergraduate, graduate, and doctoral programs, with particular emphasis on the Economics Department's research outputs and policy contributions. The stall also highlighted scholarship opportunities, admissions guidance, faculty expertise, and student life at LUMS, aiming to inform and attract prospective students while strengthening academic networking at a national level.

The stall was professionally designed with branded displays, a structured information desk, and a multimedia screen presenting continuous video content. Visitors were provided with brochures, research publications, policy briefs, newsletters, and informational material. The display emphasized academic programs, faculty research profiles, departmental initiatives, and institutional achievements.



Key activities included multimedia presentations introducing LUMS and its academic offerings, distribution of admission and scholarship information, interactive discussions with visitors, and engagement sessions with students and professionals regarding research and study opportunities. Faculty and representatives actively guided visitors on academic pathways and institutional strengths.

The stall attracted a diverse audience including university students, researchers, academic professionals, government officials, representatives from public and private sector organizations, and individuals interested in higher education and research opportunities. Visitors showed strong interest in LUMS' academic programs, research environment, and scholarship facilities.

Overall, LUMS' participation in DataFest 2025 strengthened its visibility as a leading higher education institution and reinforced its commitment to academic excellence, research innovation, and national capacity building through quality education.

4.2.40. Air University

Air University participated in DataFest 2025 organized by the Pakistan Bureau of Statistics (PBS) at the Pak-China Friendship Centre, Islamabad. The university set up a basic stall sponsored by PBS to showcase its academic programs, research activities, student-led innovations, and contributions to data-driven learning and technological development in Pakistan. The stall served as a platform to engage students, researchers, professionals, and visitors interested in higher education and applied research.



The university highlighted its commitment to academic excellence and innovation through the display of student research projects, academic programs, and technological initiatives. The stall emphasized the role of Air University in promoting data-driven education, fostering research culture, and strengthening academia-industry collaboration for national development. Visitors showed strong interest in student projects, datasets, and innovative academic outputs.

The stall was arranged with banners, standees, brochures, infographics, publications, datasets, and digital screens designed to provide an interactive learning experience. Structured display areas allowed visitors to explore research work and academic offerings, while digital presentations showcased student-led projects and university initiatives.

Key activities included live demonstrations of student research projects and data tools, distribution of informational brochures and flyers, interactive Q&A sessions on academic programs and research work, and hands-on engagement through digital displays. Faculty and student representatives guided visitors and explained academic pathways and innovation initiatives.



The stall attracted a diverse audience including students, researchers, general visitors, PBS evaluation teams, university leadership including the Vice Chancellor, senior faculty members, and professionals interested in academic collaboration and research opportunities. Visitors appreciated the innovative student projects and the university's focus on applied learning and research development.

Overall, Air University's participation in DataFest 2025 enhanced its visibility as a research-driven institution and reinforced its commitment to academic innovation, digital learning, and fostering strong academia-industry linkages in Pakistan.

4.2.41. Punjab Information Technology Board (PITB)

Punjab Information Technology Board (PITB), an autonomous body under the Government of Punjab, participated in DataFest 2025 organized by the Pakistan Bureau of Statistics at the Pak-China Friendship Centre, Islamabad. The stall highlighted PITB's role in driving digital governance, public service automation, and large-scale IT-based reforms across Punjab. It served as a platform to showcase the province's digital transformation journey and PITB's contribution to data-driven governance and citizen facilitation.



PITB presented its major digital initiatives, e-governance platforms, mobile applications, dashboards, and automation systems developed for various public-sector departments. The stall emphasized the organization's focus on improving transparency, efficiency, and accessibility of government services through technology. Visitors showed strong interest in PITB's digital tools, governance solutions, and interactive systems supporting public service delivery.

The stall was designed as a premium exhibition space with branded panels, structured layout, LED/SMD screens, and interactive demonstration stations. Printed materials such as brochures, flyers, and project briefs were displayed alongside live digital content showcasing ongoing and completed IT projects. The setup enabled visitors to explore PITB's systems through both visual and interactive engagement.

Key activities included live demonstrations of dashboards and mobile applications, interactive Q&A sessions on digital governance, distribution of awareness materials, technical briefings on citizen service platforms, and networking opportunities with visitors from multiple sectors. PITB representatives actively guided participants on the use and impact of digital systems in public administration.



The stall attracted a diverse audience including government officials and delegations, IT professionals, students, researchers, private-sector representatives, development partners, and members of the general public. Visitors particularly

appreciated PITB's practical demonstration of digital governance solutions and its role in transforming public service delivery in Punjab.

Overall, PITB's participation in DataFest 2025 reinforced its position as a leading driver of digital transformation in Pakistan and highlighted its continued commitment to innovation, transparency, and citizen-centred governance.

4.2.42. National Information Technology Board (NITB)

National Information Technology Board (NITB), an attached department under the Ministry of IT & Telecom, participated in DataFest 2025 organized by the Pakistan Bureau of Statistics at the Pak-China Friendship Centre, Islamabad. The stall showcased federal-level digital governance initiatives, IT enablement services, cybersecurity frameworks, and e-government infrastructure developed to support ministries and public-sector organizations across Pakistan. It highlighted NITB's central role in driving digital transformation at the federal level through automation and integrated IT solutions.



NITB presented its key digital governance platforms, automation systems, cybersecurity initiatives, and public service applications designed to enhance efficiency, transparency, and service delivery across government departments. The stall emphasized the organization's contribution to modernizing federal IT infrastructure and supporting data-driven decision-making in public administration. Visitors showed strong interest in NITB's digital systems and governance tools.

The stall was arranged as a standard exhibition booth with branded panels, brochures, and a dedicated presentation screen for multimedia displays. Informational materials such as brochures, flyers, infographics, and project summaries were made available to visitors. Digital demonstrations provided an overview of federal e-government applications, automation systems, cybersecurity solutions, and governance platforms.

Key activities included presentations on federal digital systems, briefings on IT enablement and cybersecurity frameworks, distribution of informational materials, one-on-one guidance sessions on government digital services, and interactive discussions with students, developers, and researchers. NITB representatives actively engaged visitors and explained the role of technology in improving governance.

The stall attracted a diverse audience including federal and public-sector officials, university students, IT researchers, technology professionals, private-sector representatives, development partners, and general visitors interested in digital governance and national IT infrastructure. The stall received consistent engagement throughout the event.

Overall, NITB's participation in DataFest 2025 reinforced its importance as a key federal institution driving digital transformation and highlighted its commitment to building secure, efficient, and technology-enabled governance systems in Pakistan.

4.2.43. Pakistan Software Export Board (PSEB)

The Pakistan Software Export Board (PSEB), operating under the Ministry of IT and Telecommunication, participated in DataFest 2025 organized by the Pakistan Bureau of Statistics at the Pak-China Friendship Centre, Islamabad. The stall focused on promoting Pakistan's IT and IT-enabled services (IT/ITES) sector, digital skills development, and software export growth. It highlighted PSEB's role in strengthening the national digital workforce, supporting freelancers, and enhancing the country's global IT competitiveness.



PSEB showcased its key initiatives including E-Rozgar training programs, Data Node projects, internship schemes, freelancing support initiatives, and broader IT export facilitation strategies. The stall emphasized capacity building, industry development, and opportunities for youth in the digital economy. Visitors showed strong interest in training programs, skill development pathways, and export-related facilitation services.

The stall was set up as a medium-sized booth featuring brochures, program flyers, and branded informational material. Visual displays and structured presentations highlighted PSEB's national programs and digital workforce development initiatives. The setup provided clear and accessible information for students, freelancers, and IT professionals.

Key activities included presentations on digital training and internship programs, awareness sessions on registration and eligibility criteria, and one-on-one guidance for IT companies regarding export facilitation, distribution of informational brochures, and interactive discussions with visitors. PSEB representatives actively engaged participants and explained opportunities within Pakistan's digital economy.

The stall attracted a diverse audience including university students, freelancers, early-career professionals, IT companies, government stakeholders, policymakers, and members of the general public interested in Pakistan's IT sector growth. Visitors particularly appreciated the guidance on digital skills development and employment pathways.

Overall, PSEB's participation in DataFest 2025 reinforced its critical role in developing Pakistan's IT industry and highlighted its continued commitment to expanding digital skills, promoting exports, and enabling youth participation in the global digital economy.

4.2.44. Khyber Pakhtunkhwa Information Technology Board (KPITB)

The Khyber Pakhtunkhwa Information Technology Board (KPITB), the leading digital transformation agency of the Government of Khyber Pakhtunkhwa, participated in DataFest 2025 organized by the Pakistan Bureau of Statistics at the Pak-China Friendship Centre, Islamabad. The stall showcased KPITB's role in advancing digital governance, citizen-centric services, and technology-driven public sector transformation across the province.



KPITB highlighted its flagship digital initiatives, smart governance solutions, automation platforms, and IT-based public service delivery systems. The stall emphasized the organization's efforts to promote e-governance, improve service efficiency, and expand digital skills development opportunities in Khyber Pakhtunkhwa. Visitors showed strong interest in KPITB's digital platforms, innovation projects, and governance tools.

The stall featured a self-designed setup with digital display screens, branded backdrops, brochures, information counters, and interactive demonstration areas. Structured presentations and visual content showcased KPITB's digital governance initiatives, smart automation systems, and technology-driven public service solutions in an accessible format.

Key activities included live demonstrations of digital platforms, interactive discussions on IT initiatives in Khyber Pakhtunkhwa, one-on-one Q&A sessions on programs and innovation projects, distribution of brochures and awareness materials, and networking with stakeholders from various sectors. KPITB representatives actively engaged visitors and explained ongoing digital transformation efforts.



The stall attracted a diverse audience including students, researchers, government officials, IT professionals, industry representatives, development partners, donor agencies, and members of the general public. Visitors appreciated KPITB's contributions toward improving governance through technology and its role in strengthening the province's digital ecosystem.

Overall, KPITB's participation in DataFest 2025 reinforced its position as a key driver of digital transformation in Khyber Pakhtunkhwa and highlighted its continued commitment to innovation, e-governance, and citizen-focused digital services.

4.2.45. Azad Jammu & Kashmir Information Technology Board (AJKITB)

The Azad Jammu & Kashmir Information Technology Board (AJKITB) participated in DataFest 2025 organized by the Pakistan Bureau of Statistics at the Pak-China Friendship Centre, Islamabad. The stall highlighted AJKITB's initiatives in digital transformation, data visualization, and citizen-focused IT solutions aimed at improving governance, data accessibility, and public service delivery in Azad Jammu & Kashmir.

AJKITB showcased its innovative IT applications, interactive dashboards, and data visualization tools designed to enhance decision-making and improve the usability of government data. The stall emphasized the organization's efforts to promote digital governance, strengthen institutional capacity, and empower stakeholders through technology-driven solutions.

The stall was set up as a medium-sized interactive booth featuring presentation counters, brochures, branded backdrops, digital screens, and infographic displays. Live demonstrations and visual content showcased AJKITB's digital applications, governance tools, and analytical platforms in an accessible and engaging format.

Key activities included demonstrations of data visualization and IT applications, interactive guidance sessions for visitors, distribution of brochures and project briefs, and one-on-one engagement with students, researchers, and government officials. Representatives provided explanations on how AJKITB's digital tools support governance and public service delivery.

The stall attracted a diverse audience including students, researchers, government officials, departmental delegations, IT professionals, local stakeholders, and members of the general public. Visitors particularly appreciated the interactive dashboards and practical demonstrations of digital solutions.

Overall, AJKITB's participation in DataFest 2025 reinforced its commitment to digital transformation in Azad Jammu & Kashmir and highlighted its role in promoting data-driven governance, innovation, and improved public service delivery through technology.



4.2.46. Data N Dashboards

Data N Dashboards Limited participated in DataFest 2025 at the IT Corner with a medium-sized stall focused on showcasing its expertise in data visualization, dashboard development, and analytics solutions. The main purpose of participation was to promote networking and collaboration opportunities while increasing awareness about data-driven decision-making tools. The stall served as an interactive platform for engaging with visitors from different sectors including government, academia, and the private sector.

The participation aimed to highlight Data N Dashboards' capabilities in transforming raw data into meaningful insights through interactive dashboards and visualization systems. It also focused on building professional connections, exploring collaboration opportunities, and promoting the importance of modern data tools for effective planning and reporting.

The stall was set up as a simple, well-organized space shared with PBS and vendors, with all arrangements and materials coordinated accordingly. The setup included digital screens, sample dashboards, printed infographics, brochures, and demonstration materials. Company representatives and technical staff remained present throughout the event to facilitate visitors and conduct live demonstrations of dashboards and analytical tools.

Throughout the event, the team conducted live demonstrations of dashboards and visualization systems, along with continuous interaction and explanations for visitors. Informal Q&A sessions were held with students, professionals, and organizational representatives, focusing on practical applications of data solutions. The stall maintained active engagement through discussions and hands-on demonstrations, ensuring meaningful interaction with every visitor.

The stall received a diverse range of visitors including students, IT professionals, researchers, and representatives from various organizations. Visitors showed strong interest in dashboard solutions and data visualization techniques, and appreciated the practical demonstrations and interactive approach. Overall feedback highlighted the usefulness of the showcased tools and the potential for future collaboration in data-driven projects.



4.2.47. C-Digital

C-Digital, a private IT solutions provider, participated in DataFest 2025 through a paid medium stall to showcase its digital products, software applications, and technology-driven services. The participation focused on highlighting innovation in IT solutions and the role of digital tools in improving efficiency, data utilization, and organizational decision-making. The stall provided visitors with exposure to company offerings and interactive demonstrations of software applications.



The objective of participation was to promote C-Digital's technological solutions and raise awareness about modern digital transformation practices. It also aimed to engage students, researchers, government officials, and private-sector stakeholders, while demonstrating the practical impact of software solutions in improving workflows and operational efficiency across different sectors.

The stall was set up as a customized booth with SMD/digital screens, branded backdrops, product counters, and dedicated spaces for live demonstrations. The display included brochures, informational flyers, case studies, and digital content showcasing software applications and service offerings. Company representatives were present throughout the event to facilitate visitors and conduct demonstrations of their solutions.

Throughout the event, C-Digital conducted live demonstrations of software applications and digital tools, along with interactive Q&A sessions with visitors. The team actively engaged with students, IT professionals, and organizational representatives, providing detailed explanations of their solutions and use cases. Brochures, case studies, and informational materials were distributed to visitors to enhance understanding of their services.

The stall attracted a diverse audience including students, researchers, IT professionals, private-sector representatives, and government officials. Visitors showed strong interest in practical software applications and digital transformation solutions, appreciating the interactive demonstrations and real-world use cases presented during the event.

4.2.48. IPSOS

IPSOS, a global leader in market and social research, public opinion polling, and advanced data analytics, participated in PBS DataFest 2025 to showcase its evidence-based insights, digital research platforms, and innovative data solutions. The participation highlighted IPSOS' global expertise in generating high-quality data for informed decision-making across government, private sector, development partners, and civil society organizations. The stall served as an interactive platform where visitors engaged with IPSOS experts and explored modern approaches to survey science, behavioural analytics, and policy-relevant research.



The objective of participation was to introduce IPSOS' global and national research capabilities, demonstrate its digital tools and analytics platforms, and emphasize the importance of reliable data in policymaking and business intelligence. The stall also aimed to engage stakeholders from government, academia, media, NGOs, and the private sector while exploring opportunities for collaboration and research partnerships at both national and international levels.

The stall was set up as an 18 ft. × 9 ft. essential stall with a professional corporate theme reflecting Ipsos' global identity. It featured branded backdrops, digital screens, standees, banners, and structured display areas. Materials included research brochures, capability statements, global and Pakistan-specific study infographics, books, datasets, flyers, and interactive digital content. A looping digital screen showcased research demonstrations, while live setup activities supported continuous engagement throughout the event. IPSOS representatives and PBS coordination staff remained present for facilitation and interaction with visitors.



Throughout the event, Ipsos conducted demonstrations of digital panels, consumer behaviour dashboards, and market trend analyses, along with short explanatory sessions on survey methodologies, sampling techniques, and data quality frameworks. Visitors also participated in interactive activities such as mini-polls on tablets, QR-based feedback surveys, and engagement with infographics and datasets. Brochures, research summaries, and books were distributed, while live Q&A sessions were held with students, researchers, policymakers, and professionals to deepen understanding of research applications.

The stall attracted a wide range of visitors including university students, government officials, researchers, data professionals, media representatives, and development sector stakeholders. Visitors showed strong interest in IPSOS' global research practices, interactive dashboards, and

real-time polling tools, appreciating the practical demonstrations and insights shared during the event.

4.2.49. Renewables First (RF)

Renewables First (RF) participated in DataFest 2025 to showcase its flagship energy intelligence tools, including the Pakistan Energy & Climate (PEC) Dashboard, along with research insights and data-driven products supporting Pakistan's evolving power and energy sector. The participation aimed to promote open energy data, enhance awareness of digital energy platforms, and engage stakeholders through live demonstrations of interactive dashboards and analytical tools.



The objective of participation was to highlight RF's contribution to transparent, validated, and accessible energy-sector data while promoting data-driven decision-making for Pakistan's energy transition. The stall also focused on engaging academia, researchers, government representatives, and private-sector professionals to encourage dialogue on energy challenges, renewable integration, and analytical solutions.

The stall was arranged in a compact setup featuring a table layout, branded backdrop, standees, and a digital screen for continuous live demonstrations. The display included PEC Dashboard visualizations, RF publications and reports, brochures on digital solutions, and interactive energy analytics charts. RF representatives facilitated visitor engagement through real-time demonstrations and guided explanations, with PBS coordination support present throughout the event.

Throughout the event, RF conducted live demonstrations of the PEC Dashboard, energy datasets, and analytical tools, along with one-on-one explanation sessions for students, researchers, and policymakers. Visitors were provided brochures and awareness materials, while interactive discussions focused on renewable energy trends, grid challenges, and Pakistan's energy transition. The team also responded to queries regarding data sources, dashboard development, and collaboration opportunities. Day-wise activities included dashboard demonstrations, academic engagement sessions, workshops on PECl, and continuous display of dashboards, videos, and publications.

The stall received strong engagement from university delegations, research institutes, data science groups, government bodies, private energy companies, and donor organizations. Visitors showed particular interest in demand trends, renewable integration challenges, and solar analytics tools, along with queries about future dashboard expansion and student collaboration opportunities.

4.2.50. Aga Khan Foundation Pakistan

The Aga Khan Foundation (AKF) participated in DataFest 2025 held on 11–12 November 2025 at the Pak-China Friendship Centre, Islamabad. The stall highlighted AKF's evidence-based initiatives in education, early childhood development (ECD), community engagement, and sustainable development. AKF presented its research outputs, data-driven programmes, and innovative tools aimed at improving learning outcomes, strengthening community systems, and promoting inclusive development. The participation provided a platform to engage stakeholders, researchers, and policymakers on AKF's contribution to evidence-based education and development practices.



The objective of participation was present AKF's flagship programmes and research in education and ECD, while showcasing its data-driven approach to improving teaching and learning quality. It also focused on sharing learning assessment tools, teacher training modules, and community engagement models, along with demonstrating the use of evidence and longitudinal monitoring to support policy development. Another key aim was to engage stakeholders through accessible datasets and programme insights.

The stall was set up as a 10 ft. × 10 ft. standard booth featuring interactive digital displays, programme reports, ECD materials, teacher training resources, infographics, videos, and monitoring dashboards. Dedicated spaces were arranged for live demonstrations and visitor interaction. The display included programme reports, training manuals, teaching-learning materials, infographics, videos, and monitoring dashboards. AKF representatives and PBS coordination staff facilitated visitor engagement throughout the event.



Throughout the event, AKF conducted presentations on its education and ECD models, including community-based schooling and parental engagement approaches. The stall showcased teaching-learning materials, training manuals, and monitoring and evaluation tools based on multi-district data. Programme insights from long-term initiatives in literacy, numeracy, ECD, and girls' education were shared with visitors. The team engaged students, researchers, practitioners, and government officials in discussions on evidence-based education reforms.

The stall attracted a diverse audience including researchers, policymakers, development practitioners, government officials from education and social sectors, university students,

academic professionals, and representatives from NGOs, private sector, and community organizations.

4.2.51. Idara Taleem-o-Aagahi (ITA)

Idara Taleem-o-Aagahi (ITA) participated in DataFest 2025 held on 11–12 November 2025 at the Pak-China Friendship Centre, Islamabad. The stall highlighted ITA's work in foundational learning, citizen-led assessments, and evidence-based education reforms through the ASER initiative and related publications. The participation aimed to engage visitors with ITA's research outputs, data-driven insights, and educational interventions focused on improving learning outcomes and strengthening literacy among children.



The objective of participation was to highlight ASER as a key foundational learning report and share its major findings with stakeholders. It also aimed to promote ITA's initiatives in fostering reading habits among children through Urdu illustrated books, present longitudinal accountability research conducted in political constituencies, and provide open access to ASER datasets from 2009 onwards for researchers, policymakers, and the public.

The stall was set up as a 10 ft. × 10 ft. standard booth displaying ASER reports, political constituency studies, Urdu illustrated children's books, infographics, and digital data presentations. The arrangement was designed to facilitate interactive engagement with visitors through visual materials and demonstrations. ITA representatives and PBS coordination staff were present to facilitate discussions and guide visitors through the displayed content.

Throughout the event, ITA showcased ASER's foundational learning findings, Urdu illustrated books aimed at promoting reading habits, and longitudinal accountability studies across selected political constituencies. The stall also provided access to ASER datasets from 2009 onwards and encouraged interactive discussions with students, researchers, civil society members, and government officials on education reform and learning outcomes.

The stall attracted a diverse audience including university students, researchers, policymakers, government officials from the education sector, NGO representatives, civil society members, and the general public interested in foundational learning and education research.

4.2.52. Research and Development Solutions (RADS)

RADS, a research and development consultancy firm based in Islamabad, participated in DataFest 2025 to showcase its expertise in evidence-based research, data services, and development-focused consulting. The stall highlighted RADS' mission of transforming data into actionable insights to support policy design and strengthen data-driven social and health interventions across Pakistan. The participation provided an opportunity to engage researchers, development partners, policymakers, NGOs, and the general public.



The objective of participation was to introduce RADS to a wider audience and raise awareness about its services and mission. It also aimed to demonstrate the organization's capacity in research, data management, GIS mapping, monitoring and evaluation, and policy-oriented studies. A key focus was to engage visitors through interactive awareness activities, promote collaboration and networking opportunities, and strengthen institutional visibility in evidence-based development work.

The stall was set up as a 10 ft. x 10 ft. basic booth with organized branding, informational posters, and brochures to ensure smooth visitor flow. A dedicated interaction space allowed visitors to engage directly with the team and explore ongoing studies. The display included posters and leaflets on public health systems, immunization, socio-economic studies, and monitoring and evaluation work, along with brochures summarizing RADS services and awareness materials on key development themes. RADS representatives and PBS coordination staff were present throughout the event for facilitation.

Throughout the event, RADS conducted interactive awareness activities including a "Spinning Wheel" health quiz to engage visitors on public health risks, along with distribution of RADS diaries as rewards for correct responses. The team held discussions on research, monitoring and evaluation projects, and shared insights on public health and development interventions. Visitors were also guided on RADS' data-driven policy studies and ongoing work in health and development sectors.

The stall attracted a diverse audience including university students, researchers, policymakers, government officials from health and development sectors, NGO representatives, development organizations, and members of the general public interested in health, development, and data-driven research.

4.2.53. Al-Mustafa Trust

Al-Mustafa Trust is a non-profit charitable organization in Pakistan, founded on 5 September 1998 by Lt Gen Ghulam Muhammad Malik (Retd). Named in honor of the Prophet Muhammad (peace be upon him), the Trust began as a small dispensary in Ghareebabad, Rawalpindi Cantt, and has since expanded into a wide network of humanitarian services. Its core mission is to provide free or highly affordable primary healthcare to underprivileged, rural, and marginalized communities across Pakistan, along with broader initiatives in education support, orphan care, water projects, and emergency relief.



The objective of participation in DataFest 2025 was to raise public awareness about the Trust's humanitarian work and ongoing welfare initiatives. It also aimed to highlight key service areas, attract potential donors, sponsors, and volunteers, and strengthen community engagement and partnerships with institutions and stakeholders working in social development and relief services.

The stall was set up as a 9 ft. × 9 ft. basic booth with standard furniture and a compact display arrangement. It included audio-visual presentations on LCD screens showcasing Al-Mustafa Trust's initiatives, along with brochures, published reports, annual impact summaries, and a donation box for visitor contributions. Materials were displayed and distributed to visitors to provide clear information about the Trust's services and outreach. Representatives from Al-Mustafa Trust and PBS were present to facilitate engagement throughout the event.



During the event, the stall focused on awareness and information sharing regarding healthcare and welfare services, along with donation and sponsorship facilitation for visitors interested in supporting the cause. Informational brochures and reports were distributed, and visitors were engaged through community-focused discussions on healthcare access and humanitarian support. Relief items were also displayed to demonstrate the Trust's on-ground welfare work.

The stall attracted visitors from diverse backgrounds including general public, students, development workers, and individuals interested in charitable and humanitarian initiatives.

Visitors showed appreciation for the Trust's healthcare services and social welfare contributions, and many engaged in discussions regarding volunteering and donation opportunities.

4.2.54. Pakistan Broadcasting Corporation (PBC)

Pakistan Broadcasting Corporation (PBC) participated in DataFest 2025 held on 11–12 November 2025 at the Pak-China Friendship Centre, Islamabad. The stall showcased PBC's digital initiatives, media services, and public outreach activities, reflecting its role in national broadcasting and information dissemination. The objective of participation was to engage the public, promote awareness of PBC programs, and demonstrate modern broadcasting services along with its evolving digital platforms. The stall attracted visitors from diverse backgrounds including students, professionals, and media enthusiasts who showed interest in PBC's programming and outreach efforts.



PBC aimed to highlight its radio and digital media services, strengthen public engagement, and promote accessibility to its content through mobile applications and QR-based initiatives. The participation also focused on showcasing live media interaction, performances, and broadcasting services while presenting the contribution of different organizational wings including news, programming, engineering, and sales.

The stall was set up as a 15 ft. × 10 ft. medium exhibition space featuring multimedia displays, performance zones, and interactive visitor engagement areas. QR code stations were installed to facilitate downloading of the PBC mobile application. Digital and live presentations highlighted radio programs, mobile app services, news coverage, live interviews, public outreach initiatives, and talent auditions. Informational posters, brochures, QR banners, and interactive media content were also displayed.

During the event, activities included promotion of DataFest 2025 through PBC broadcast and social media channels (PBC NCAC, News, FM-101), live interviews with dignitaries and visitors, auditions for FM-101 radio programs, QR-based mobile app installation facilitation, and special live performances by artists including Mr. Ali Zeb, Ms. Anjum Habibi, and Mr. Muhammad Aslam. Multiple PBC wings actively participated, ensuring dynamic engagement throughout the event.

The stall received strong footfall from students, researchers, media professionals, government officials, artists, and general visitors. Attendees actively participated in live interactions and appreciated PBC's efforts in modernizing broadcasting services and enhancing public accessibility to media content.

4.3. Participation of International Delegates

The presence of international delegates, including representatives from State Statistical Committee of the Republic of Azerbaijan, SESRIC, Southampton University World Pop, UK and global research institutions, further underscored the growing international stature of DataFest 2025. Their participation strengthened global collaboration, encouraged knowledge sharing, and promoted meaningful exchange of experiences in the areas of data governance, official statistics, and digital transformation.

4.4. Stall Management – Feedback, Outcomes & Recommendations

Overall stall management across DataFest 2025 was effective in enabling organizations to showcase their work, engage visitors, and promote data-driven initiatives. Most stalls successfully achieved their intended objectives, including awareness creation, stakeholder engagement, networking, and dissemination of information. High visitor turnout across federal, provincial, academic, and development organizations reflected strong public interest and the value of the stalls as interactive knowledge-sharing spaces. Live demonstrations, digital displays, publications, and interactive discussions were key features that supported effective communication and visitor engagement.

For future stall management, participants strongly recommended earlier planning and timely confirmation of stall allocation, along with improved coordination between PBS, vendors, and exhibitors. Technical preparedness should be strengthened through pre-event testing of equipment, reliable internet provision, backup systems, and on-site technical support teams. Standardized stall design guidelines, improved signage, and better crowd management strategies were also suggested to ensure smoother visitor flow and uniform presentation quality.

Additionally, it was recommended to enhance logistical facilitation by ensuring timely provision of refreshments, clear communication of arrangements, and dedicated exhibitor support desks. Adequate staffing and structured duty rosters were also suggested to improve engagement quality and reduce operational pressure on stall teams.

5. Youth Engagement Activities: Quiz and Poster Competition

As part of DataFest 2025, the Inter-University Quiz and Poster Competitions were organized to actively engage students in academic and practical learning. These competitions were designed to provide a focused platform where students could demonstrate their knowledge, analytical abilities, and creativity in the fields of statistics, economics, and data science. While the quiz competition tested participants' conceptual understanding and quick thinking, the poster competition allowed students to present research ideas and data-driven solutions in a visual format. Both activities encouraged active participation and created a competitive yet collaborative learning environment.



5.1. Objective and Participation

The primary objective of these competitions was to promote statistical and analytical thinking among students and to encourage the practical application of knowledge. The competitions aimed to develop problem-solving skills, support innovation, and create interest in data-related fields. The competitions also promoted teamwork and healthy competition among students from different universities.



Students from HEC-recognized universities participated in these activities. In the quiz competition, each university nominated a team of six students, including active and backup participants, with flexibility to rotate members during different rounds. In the poster competition, both undergraduate and postgraduate students submitted their work, covering a variety of topics and approaches. The overall participation reflected strong engagement and interest from the academic community.

5.2. Expected Outcomes

The Quiz and Poster Competitions are expected to improve students' analytical, research, and presentation skills. Through these activities, participants are likely to gain practical exposure by applying their academic knowledge to real-world ideas and challenges. The competitions are also expected to build students' confidence and encourage them to think more creatively.

In addition, these activities are expected to strengthen engagement between academia and the Pakistan Bureau of Statistics by providing a shared platform for learning and interaction. They are also likely to help in identifying and recognizing talented students, while promoting a culture

of learning based on data and evidence. Overall, these competitions are expected to support the development of skilled and motivated students in relevant fields.

5.3. Themes of Competition

Students from the disciplines of Statistics, Economics, and Data Science were invited to participate in the competitions. The proposed themes were aligned with the URAAN Pakistan Vision, which emphasizes inclusive, data-driven, and sustainable development. These themes were structured around the 5Es framework—Economy, Environment, Equity, Energy, and E-Pakistan—to provide a comprehensive roadmap for national progress.



I. URAAN Pakistan (Plenary Session)

A forward-looking dialogue on Pakistan's data-driven future was conducted. This preliminary session set the stage for DataFest 2025 by exploring pathways for innovation, youth engagement, and the transformative role of data in national development.

II. Environment – Disaster Risk & Climate Resilience

This theme focused on strengthening resilience against climate change and natural disasters through vulnerability mapping, resilient infrastructure, crop and asset insurance, flood-resilient urban planning, and adaptation in rural and agricultural systems. It emphasized sustainable ecosystems and proactive disaster preparedness.

III. Economy – Data for Growth & Investment

This theme highlighted the role of data in driving inclusive economic growth by enhancing productivity in agriculture (crops and livestock) and SMEs, promoting value addition, enabling IT-based and gig economy solutions, reducing industrial carbon footprints, and utilizing evidence-based insights for competitiveness, trade facilitation, and sustainable investment planning.

IV. Social Equity – Health, Education & Resource Distribution

This theme addressed equity and inclusivity in service delivery systems, including health, education, law and order, and social protection. It also focused on poverty reduction, equitable resource distribution, and fiscal balance through mechanisms such as the NFC Award, and the use of technology to ensure fair opportunities and balanced regional development.

V. E-Pakistan – Data Ecosystem, AI & Communication

This theme focused on the development of a modern data ecosystem by transitioning from a National Statistical Office to a comprehensive National Statistical System, integrating both provincial and national stakeholders. It emphasized Big Data, Artificial Intelligence, data

governance, security, and ethical considerations, while fostering value chains that transform raw data into actionable insights for informed decision-making and citizen empowerment.

5.4. Planning and Implementation

The planning and execution of the Quiz Competition were carried out in a structured manner. The process began with the approval and planning phase, which included sending initial letters to 69 universities, preparing the draft quiz competition plan, and obtaining formal approval from PBS Headquarter. This was followed by the university coordination phase, where departments were contacted telephonically to confirm participation.

In the preparation and content development phase, a comprehensive question bank was developed with contributions from academia and PBS officers. At the same time, technical arrangements such as quiz software and buzzer systems were prepared and tested to ensure smooth conduct of the competition. The communication and promotion phase included organizing awareness sessions for universities and running a social media campaign to promote participation and visibility of the event.

During the competition execution phase, necessary arrangements such as finalizing the venue, preparing directional displays, and organizing prize-related materials were completed. The competition was conducted over two days, starting with a screening test and quarterfinal rounds, followed by semi-finals and the grand finale.

5.5. Inter-University Quiz Competition:

The Inter University Quiz Competition at DataFest 2025 brought together the brightest minds from universities across Pakistan, testing participants' skills in statistics, AI, and data-driven problem solving. The event provided a dynamic platform for students to demonstrate their knowledge, analytical abilities, and teamwork in the rapidly evolving field of data science.

The Inter-University Quiz Competition was a flagship youth-engagement activity of DataFest 2025, organized by the Pakistan Bureau of Statistics (PBS) to promote data and statistical literacy, analytical thinking, innovation and healthy academic competition. Twenty institutions registered for the competition. Following a 30-MCQ screening test, the top eight teams—four each from the Islamabad and Provincial Zones—qualified for the Quarter-Final stage. From the Quarter-Finals onward, the competition was conducted through structured head-to-head rounds in the main auditorium, with transparent jury oversight and digital question selection.

Round Details

The knock-out rounds tested participants through InfoQuest (visual/data interpretation), Stat-o-Mind (statistical knowledge), Stat-o-Pak (Pakistan-sector data literacy), and Insight Clash as a tie-breaker. Questions were selected through randomized digital question bundles, while a toss determined the answering sequence. Each response had a 30-second limit. The Champion Team

received Rs. 100,000 and a trophy, while the Runner-up Team received Rs. 50,000. All teams participating in the screening round received certificates.

Competition Journey

Stage	Qualified/Competing Teams	Outcome
Screening	20 universities	Top 8 advanced
Quarter-Finals	8 teams / 4 matches	4 semi-finalists
Semi-Finals	4 teams / 2 matches	2 finalists
Grand Finale	Air University Islamabad vs NDU Islamabad	NDU declared Champion

Quarter-Final Results

Match	Teams	Result / Qualifier
QF-1	IIUI Female Campus vs University of the Punjab	IIUI initially won 9–7; subsequently disqualified on eligibility grounds. Air University entered the replacement round and beat PU 8–7.
QF-2	National Defence University Islamabad vs University of Sargodha	NDU won 7–5.
QF-3	COMSATS University Islamabad vs Forman Christian College Lahore	COMSATS Islamabad won 10–6.
QF-4	IIUI Male Campus vs Information Technology University Lahore	ITU Lahore won 7–6.

SEMI-FINALS & GRAND FINALE — DATAFEST 2025

Highlights from the knock-out rounds of the Inter-University Quiz Competition

Semi-Final Results

Match	Teams	Result
Semi-Final 1	Air University Islamabad vs ITU Lahore	Air University won 8–7 and advanced to the Grand Finale.
Semi-Final 2	National Defence University Islamabad vs COMSATS University Islamabad	NDU won 10–9 and advanced to the Grand Finale.

Grand Finale

Finalists	Score	Final Standing
Air University Islamabad vs National Defence University Islamabad	Air University: 9/14 Vs NDU: 12/14	Champion: National Defence University Islamabad Runner-up: Air University Islamabad

Overall Outcome

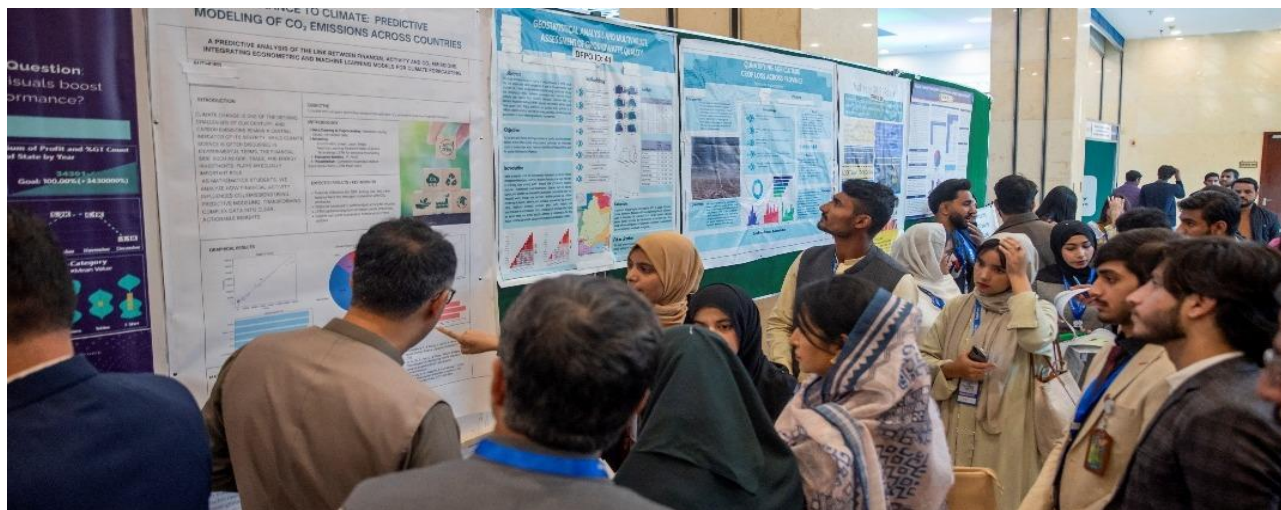
The competition successfully brought together undergraduate talent from diverse disciplines and regions, providing a national platform for demonstrating knowledge of statistics, data science, economics and Pakistan's official data ecosystem. The transparent handling of the eligibility issue in Quarter-Final 1 reinforced the importance of SOP compliance and competitive fairness. The strong performances of Air University Islamabad and National Defence University Islamabad culminated in a closely contested finale, with NDU Islamabad emerging as the DataFest 2025 Inter-University Quiz Competition Champion.



5.6. Poster Competition

Competition Promotes Data Driven Innovation at DataFest 2025 The Pakistan Bureau of Statistics (PBS) successfully organized the Inter-University Poster Competition during DataFest 2025, providing a vibrant platform for students to showcase research and innovative ideas through visual data presentations. Themes was aligned with DataFest 2025 themes and Students were encourages to explore critical issues such as climate resilience, economic productivity, social equity, renewable energy, and the development of a modern digital data ecosystem. The poster competition was conducted in three rounds over two days.

On the first day, two rounds of Project Competition were held, while the third round took place on the second day of DataFest-2025. A panel of expert jurors from leading universities and institutions evaluated the posters using predefined criteria including research relevance, data quality, analytical methodology, and innovation, visualization, and policy implications undergraduate submissions, the following students secured top positions:



AT A GLANCE

87

POSTERS DISPLAYED

36

MAIN COMPETITION

51

GENERAL DISPLAY

3

EVALUATION ROUNDS

2

EVENT DAYS

Competition focus

- Applied research using statistics, data science, economics and computational techniques.
- Visual communication of findings, methodologies and policy-relevant insights.
- Stronger academia–PBS collaboration and recognition of emerging data talent.
- Promote analytical thinking and real-world, data-driven problem solving.
- Recognize high-quality student research and build sustained academia–PBS linkages.

COMPETITION RESULTS

Rank	Student	Poster Title	University
1	Muhammad Yousaf	Realify Vision Detect Fake & AI Content Instantly	UET Mardan
2	Ali Raza	Mapping the Nexus Between Digital Development, Human Development, and Multidimensional Poverty in Pakistan	PIDE
3	Fatima Binte Faisal	Tiny Lives, Silent Voice: The Untold Story of Childhood Loss	Kinnaird College

OPERATIONAL LESSONS AND WAY FORWARD

KEY CHALLENGES

- Limited display space and pressure from on-spot registration.
- Poster-stand installation and jury availability required real-time adjustments.
- Missing soft copies delayed documentation; media coverage of the main poster event was limited.
- Due to huge crowd communication gaps among organizers, participants and support teams slowed coordination.

DATAFEST 2026 PRIORITIES

- Pre-registration and soft-copy submission mandatory, with firm deadlines.
- Confirm juries early and nominate standby evaluators.
- Strengthen planned media coverage to improve visibility and knowledge dissemination.

Overall, the Poster Competition provided a structured national platform for data-driven student research, professional jury engagement and academic recognition, while generating practical lessons to strengthen the scale, logistics and visibility of DataFest 2026.

Poster presentations and jury interactions during DataFest 2025



5.7. The Project Competition

Competition was held at the Incubation Centre as part of DataFest 2025, showcased ground-breaking student projects that applied data analytics, AI, and technology solutions to real-world challenges. Teams from universities across Pakistan presented projects ranging from smart city solutions, predictive analytics, climate monitoring tools, to digital education platforms. Judges evaluated entries on innovation, feasibility, and social impact, recognizing teams that combined technical expertise with practical applications



First Position – Ms. Shazmeen Nasir Project Title: Distract Alert, COMSATS University Islamabad Prize Money: Rs. 50,000. Ms. Shazmeen Nasir earned the first position for her innovative project Distract Alert; Distract Alert is a smart road safety solution using Deep Learning and Computer Vision that detects driver drowsiness or distraction in real time and instantly alerts them to stay focused. It also provides fleet managers with valuable safety insights and performance statistics, helping organizations monitor driver behaviour, reduce accident risks, improve productivity, and promote a culture of responsible driving.



Second Position - Ms. Alizah Nirmal Project Title: Wisegen University: Islamic International University Islamabad Prize Money: Rs. 30,000,

Third Position – Mr. Mahmood Iqbal Project Title: Understanding the Relationship between Climate Factors and Food Commodities Prices in Pakistan, Air University Islamabad Prize Money: Rs. 20,000

6. Panel Discussions, Insights, and Highlights

This chapter synthesizes the Panel discussions and insights that emerged across the panels, and engagement activities of Pakistan DataFest 2025. Rather than cataloguing individual sessions, it distils cross-cutting themes and strategic messages that collectively define the Fest's contribution to Pakistan's evolving data ecosystem.

6.1. Panel Discussions

A total of six thematic panel discussions were held, aligned with national priorities and the URAAN Pakistan vision. Experts from government, academia, private sector, and international organizations deliberated

THEME 1: Social Equity: Data for equity governance and resource allocation PANEL DISCUSSION

Topic 1: Rethinking NFC for equity and balanced development

The Pakistan Bureau of Statistics (PBS) hosted a high-level panel discussion on "Rethinking NFC for Equity and Balanced Development: Population, Shields of appreciation were presented to key contributors, including Dr. Naeem Zafar, Mr. Sakib Sheerani, Mr. Vaqar Ahmed, and Dr. Ashfaq Hasan Khan, with special recognition for the continued support of UNFPA, Canada, and the Netherlands. The session concluded that data-driven NFC reform



is essential for equitable provincial development, improved governance, and sustainable socioeconomic growth in Pakistan, ensuring balanced resource distribution across regions.

Topic 2: Education: From enrolment to learning

Pakistan Bureau of Statistics (PBS) hosted a high-level panel discussion titled "From Enrolment to Learning: Ensuring Quality Education for All in Pakistan" as part of Data Fest 2025. The session focused on addressing the nation's education crisis, with over 25 million children out of school and widespread learning poverty among enrolled students. Ms. Rabia Awan (DDG, PBS) Moderator: Prof.



Dr. Iqrar Ahmed (HI), Chairperson, Punjab Higher Education Commission Ms. Sharmeela Rassool, Deputy Representative Programmes, UNICEF stressed that reliable, disaggregated, and timely data is crucial for monitoring progress and guiding interventions. Dr. Shahid Soroya (PIE) and Mr. Aftab Alam (Sindh SEMIS/GIS) highlighted the importance of integrating national assessments, EMIS, and citizen-led surveys like ASER to track learning outcomes and support targeted resource

allocation. The panel concluded with a strong consensus that data-driven, equity-focused reforms are essential to ensure quality education for all. Participants emphasized the need for stronger federal-provincial coordination, digitization of education systems, improved accountability mechanisms, and targeted interventions to reduce learning poverty and strengthen Pakistan's human capital. Shields of appreciation were presented to the panelists, recognizing their valuable contributions and insights in advancing evidence-based education reform and policy dialogue.

The session highlighted that through coordinated action, innovative strategies, and data-led decision making, Pakistan can achieve meaningful progress toward SDG 4: Quality Education and promote inclusive and sustainable development.

THEME 2: Economy: Data for Growth, Productivity, and Trade & Investment

Topic 1: From Data to Evidence for job creation

The session highlighted how robust labour market data and innovative analytical tools can support evidence based policymaking for employment generation in Pakistan's evolving and largely informal economy. Key findings from the Labour Force Survey 2024–25, conducted by the Pakistan Bureau of Statistics, were presented, providing an updated overview of labour market dynamics. The discussion also emphasized the use of complementary data sources such as the World Bank Enterprise Surveys and the Global Labour Force Database, highlighting the importance of data integration and public-private collaboration to identify emerging job opportunities and inform strategies for employment and entrepreneurship. The discussion concludes with a summary emphasizing the need for continued dialogue and collaboration among all stakeholders to leverage data for effective job creation policies in Pakistan.



Topic 2: Strengthening Pakistan's Agriculture Boosting productivity and competitiveness in crops and livestock through technology, policy and Innovation.

The Pakistan Bureau of Statistics (PBS) hosted an insightful panel discussion on "Strengthening Pakistan's Agriculture: Boosting Productivity and Competitiveness in Crops and Livestock through Technology, Policy, and Innovation" as part of Data Fest 2025. The session was managed by Mr. Attiq Ur Rehman (DDG, National Accounts, and PBS) and brought together experts from government, academia, and international organizations. Agriculture remains the backbone



of Pakistan's economy, contributing 23% to GDP and supporting millions of rural livelihoods. Yet low productivity, climate-related stress, livestock diseases, and weak market linkages continue to challenge the sector. Panellists highlighted the urgent need to improve wheat productivity, reduce post-harvest losses, strengthen storage infrastructure, and enhance livestock and crop competitiveness to ensure national food security and sustainable growth. Ms. Amina Bajwa, Head of Programmes, FAO-Pakistan, emphasized the importance of integrating technology, policy reforms, and grassroots innovation to build a climate-resilient agriculture sector. She noted that modern tools, such as satellite-based monitoring, digital traceability systems, and predictive analytics, are essential to optimize water usage, improve yields, and stabilize markets. The discussion highlighted the pivotal role of local level data and evidence-driven decision-making. Strengthening institutions to collect socio-economic and environmental information allows for real-time interventions, better credit and insurance access for smallholders, and targeted support to vulnerable communities. Naveed Iqbal from JACC, PBS, presented findings from the 7th Agriculture Census 2024, underscoring gaps in production data and areas for capacity building. The panel concluded that technology, data, and policy innovation are essential to modernize Pakistan's agriculture sector. Coordinated efforts can boost productivity, stabilize markets, enhance livelihoods, and ensure food security. Panellists emphasized that evidence-based planning and digital empowerment at the grassroots level are critical for building a resilient and competitive agricultural economy.

THEME 3: Environment: Disaster risk, climate change & adaptation

Topic 5: Strengthening disaster risk, preparedness and insurance mechanism in Pakistan

This panel will bring together government institutions, development partners, financial bodies, academia and humanitarian actors to explore practical solutions for strengthening Pakistan's climate resilience through preparedness, effective response systems, resilient growth, improved data systems, and climate-smart agriculture.



- Review Pakistan's current disaster risk assessment and preparedness mechanisms.
- Examine operational systems activated during and after disasters.
- Identify pathways for rapid and resilient recovery, including insurance and climate finance.
- Improve data accessibility and cross-sectoral coordination.
- Highlight resilience needs in agriculture and agricultural insurance.

The panel discussion concluded with a strong consensus that Pakistan must urgently strengthen its communication systems, enhance institutional coordination, and adopt long-term preparedness strategies to effectively respond to rising climate and disaster risks. Experts emphasized the importance of making early warnings accessible to communities, improving

governance structures particularly at the district level and integrating climate adaptation and risk-financing mechanisms, including insurance, into national planning frameworks. Panellists noted that while Pakistan possesses adequate data, technical tools, and institutional structures, the key challenge lies in effective implementation, stronger accountability, and timely decision-making. Echoing the keynote speaker's observation that "climate change is a risk multiplier," the session concluded with a collective call for coordinated action, evidence-based policymaking, and sustained collaboration among government institutions, development partners, and local communities to build a more resilient and climate ready Pakistan.

THEME 4: E-Pakistan: NSS, Communication, big data and artificial intelligence (AI)

Topic 6: Data to decisions by integrating AI and big data for Pakistan's Statistical future.

The panels fostered cross-sector collaboration and offered practical insights for bridging policy gaps through reliable data systems. The Pakistan Bureau of Statistics (PBS) hosted a high-level and thought-provoking panel discussion titled "Data to Decisions: Integrating AI & Big Data for Pakistan's Statistical Future" during Data Fest 2025 at its headquarters in Islamabad. The session brought together leading experts, policymakers, and data professionals to deliberate on how Artificial Intelligence (AI) and Big Data can transform Pakistan's statistical ecosystem and strengthen evidence-based policymaking. And Big Data analytics essential for modern statistical systems. The discussion underscored the need for Pakistan to move beyond traditional data systems toward AI-enabled platforms capable of real-time analysis and decision support. Experts highlighted the emerging concept of "Agentic AI," where intelligent systems can autonomously analyze data, interact through digital platforms, and support timely governance decisions. Panelists stressed the importance of integrating diverse datasets, promoting ethical and transparent AI. The discussion commenced with welcoming remarks by Mr. Syed Abdul Qader Shah, Director General (Economic Statistics), PBS, who also served as the focal person for the session. He warmly welcomed the distinguished panelists, experts, and participants, highlighting technology, and significance institutional of innovation, collaboration in strengthening Pakistan's data governance framework. He also appreciated the participation of experts and stakeholders who contributed their knowledge and experience to the important national dialogue. Setting the tone for the discussion, the moderator reflected on the unprecedented expansion of global data generation and the increasing need for



AI-driven tools to manage and analyze this vast volume of information. The moderator noted that the scale and speed of modern data production now far exceed the limits of traditional human-driven analysis, making advanced technologies such as Artificial Intelligence governance, strengthening national capacity in data science and AI, and fostering collaboration among government, academic partners, development partners, and the private sector. Overall, the session concluded that the effective integration of AI and Big Data is essential for modernizing Pakistan's statistical system and enabling data-driven governance.

Synthesis Matrix of Key Insights from DataFest 2025

Topic	Current Data Practices, Issues & Challenges (The "As-Is" State)	Solutions, Policy Recommendations & Takeaways (The "To-Be" Direction)
1. Rethinking NFC (Social Equity)	Population-Dependent formula (82% weight) creating political census sensitivities; Gender-blind fiscal planning; Institutional gap : PBS excluded from CDWP/PDWP investment decisions.	Multidimensional criteria : Shift to weights for HDI, forest cover, and demographic performance; Gender Equity Index : Reward provinces closing gender gaps; Permanent Technical NFC Secretariat .
2. Enrolment to Learning (Social Equity)	Learning poverty : 75% of 10-year-olds cannot read simple text; Data silos : Fragmentation between PBS, PIE, and provincial departments; Over-reliance on school access inputs rather than learning outcomes.	National Education Data Hub : Unified registry for public/private tracking; District Performance Indices : Targeted performance-based interventions; Accountability Frameworks : Link data to teacher performance and promotion.
3. Job Creation (Economy & Growth)	Informality gap : Large-scale uncaptured informal establishments; Significant gender gap in labour participation; Skills mismatch between educational output and industry needs.	Labour Statistics Forum : Virtual institutional coordination led by Planning Ministry and PBS; Semantic Insights : Use LLMs/AI to map skills from private sector job platforms; Digital Skills Taxonomy to align training with market needs.
4. Disaster Preparedness (Environment)	Communication barrier : Advisories issued in English, inaccessible to local communities; Reactive governance : Short-term responses vs. long-term resilience; Infrastructure maintenance gaps due to political incentives.	Localization : Translate all warnings into regional languages and marking of red-zone hotspots; Three-tier protection : Sovereign insurance, commercial insurance, and social safety nets; Predictive mapping : Use GIS/AI for vulnerability assessments.
5. E-Pakistan (Data Ecosystem & AI)	Data fragmentation : Less than 10% of 100,000 annual datasets are analytics-ready; Siloed infrastructure preventing cross-sectoral analysis; Lack of local AI talent and contextualized models.	Agentic AI : Transition from static dashboards to autonomous, real-time decision-support agents; National Data Infrastructure : Standardized, interoperable platforms; Ethical AI Governance : Privacy-conscious frameworks for public institutions.

Topic	Current Data Practices, Issues & Challenges (The "As-Is" State)	Solutions, Policy Recommendations & Takeaways (The "To-Be" Direction)
6. Economy (Agriculture Productivity, Growth, Trade & SMEs)	Low policy priority: Livestock contributes 60% of agri-GDP but receives <0.5% development spend; Smallholder data exclusion: Lack of digital access for the "backbone" of the sector. Export Barriers: Lack of traceability and "Digital Product Passports"; SME Credit Gap: Limited collateral and data for small businesses. Digital Economy Mismeasurement: Inadequate metrics to capture the scale and productivity impact of e-commerce, freelancing, and platform-based businesses. Reactive Policy: Industrial and trade policy often based on aggregate, lagging indicators rather than predictive, firm-level intelligence.	Digital Livestock Systems: National animal registry for traceability and export compliance; Cluster/Contract Farming: Consolidate smallholdings for market access; Parametric Insurance: Use satellite data for climate-risk mitigation; Export Growth: Facilitate trade via digital diversification; Inclusive Supply Chains: Data-driven procurement to include women and minoritized SMEs. Measure the Digital Economy: Collaborate with digital platforms (e.g., e-commerce, freelancing portals) and telecoms to develop new indicators on digital transactions and gig work. Predictive Trade Intelligence: Employ AI on shipping, global demand, and tariff data to provide firms and policymakers with forward-looking market insights.

6.2. From Data Production to Data Use: Reframing the National Challenge

A dominant insight across DataFest-2025 was the recognition that Pakistan's core data challenge is no longer data scarcity, but limited and uneven data use. Participants consistently noted that substantial investments in data production—through censuses, surveys, and administrative systems—have not translated proportionately into improved policy design, service delivery, or accountability.

Discussions revealed that data use is constrained less by technical limitations and more by institutional dynamics. Decision-makers often lack timely, problem-oriented data products aligned with planning and budgeting cycles. At the same time, data producers are incentivized to focus on compliance and reporting rather than decision relevance.

This reframing marked a significant shift in narrative. Instead of calling for "more data," participants emphasized the need for **better-aligned, decision-ready data**, supported by leadership endorsement and institutional demand. This insight underpinned many subsequent discussions and provided a unifying lens for the Fest.

6.3. Administrative Data as a Strategic Asset for the NSS

Panel Discussions highlighted the growing recognition of *administrative data as a cornerstone of Pakistan's future data architecture*. Building on the experience of the 2023 Digital Census, discussions highlighted the potential of administrative data to provide more timely, granular, and cost-effective insights than traditional data collection methods alone.

Participants acknowledged that administrative data systems already exist across sectors such as health, education, taxation, social protection, and civil registration. However, these systems are often fragmented, governed by inconsistent standards, and underutilized for policy analysis.

Key insights included the need to:

- Standardize definitions, classifications, and metadata across institutions;
- Invest in data quality assurance mechanisms;
- Clarify institutional roles between data custodians and statistical authorities.

The discussions made clear that integrating administrative data into the NSS is not a technical upgrade, but an institutional reform requiring sustained coordination, trust, and governance arrangements.

Administrative Data Is an Institutional Reform

Integrating administrative data into the National Statistical System is not a technical upgrade—it is a governance and coordination reform.

6.4. Data Governance, Trust, and the Political Economy of Data

DataFest-2025 surfaced an unusually candid conversation on data governance and political economy. Participants across sectors acknowledged that data is inherently political—shaping narratives, influencing resource allocation, and affecting institutional power dynamics.

Several discussions highlighted that reluctance to share data is often rooted in concerns about misuse, misinterpretation, or loss of control rather than technical incompatibility. Trust deficits between institutions, unclear legal mandates, and weak accountability mechanisms further exacerbate these challenges.

The Fest underscored that effective data governance must address:

- Clear ownership and stewardship arrangements;
- Legal and ethical safeguards for data use;
- Transparency in methodologies and assumptions.

Trust Determines Data Sharing

Data sharing failures are more often rooted in trust and incentives than in technology. Governance frameworks matter as much as platforms.

By bringing these issues into the open, DataFest-2025 advanced a more mature understanding of why technically sound data initiatives sometimes fail—and what is required to make them sustainable.

6.5. Linking Data to Development Outcomes and Value for Money

A recurring insight across panels and workshops was the need to strengthen the link between data use and tangible development outcomes. Participants noted that data initiatives often struggle to sustain funding and institutional support because their benefits are not clearly articulated in outcome or cost-benefit terms.

Discussions emphasized that data must demonstrate value by:

- Improving targeting of public spending;
- Reducing duplication and inefficiencies;
- Enabling early warning and risk mitigation;
- Supporting monitoring of outcomes rather than inputs.

Embedding Data into Governance Cycles

Participants emphasized that data must be embedded into planning, budgeting, and accountability cycles to influence decisions. Stand-alone reports and dashboards are insufficient without institutional integration.

This outcome-oriented framing resonated strongly in a context of fiscal constraint. By positioning data as an enabler of efficiency and effectiveness, rather than an abstract technical investment, DataFest-2025 helped reposition data within broader public sector reform and value-for-money debates.

6.6. Capacity Is Not One-Dimensional: Rethinking Data Literacy

Capacity building emerged as a nuanced and differentiated challenge. Participants agreed that “data literacy” means different things for different actors. Senior policymakers require the ability to interpret and question data; mid-level officials need applied analytical skills; and technical staff require advanced competencies in data management and analysis.

Workshops and discussions highlighted that one-size-fits-all training approaches are ineffective. Instead, capacity development must be role-specific and embedded within institutional workflows.

An important insight was that improving data literacy among decision-makers can have disproportionate impact by increasing demand for quality data and reinforcing evidence-based cultures within organizations.

6.7. Innovation, Technology, and the Limits of Technical Solutions

The exhibitions and technical sessions showcased a wide array of innovative tools, platforms, and analytical approaches. However, a clear message emerged: technology is no longer the primary constraint in Pakistan’s data ecosystem.

Participants noted that dashboards, AI tools, and analytics platforms deliver limited value unless they are integrated into decision processes and supported by appropriate governance frameworks. Without institutional alignment, technological innovation risks becoming fragmented and underutilized.

Technology Is Necessary but Not Sufficient

Without institutional uptake and decision integration, even the most advanced data tools deliver limited public value.

6.8. Youth, Academia, and the Future Data Workforce

Youth engagement activities highlighted both opportunity and urgency.

Generation of Data Practitioners

Youth engagement at DataFest-2025 revealed strong potential for a future data workforce. Sustaining this momentum requires structured pathways linking academic training with real policy challenges.

Students demonstrated strong analytical aptitude and interest in real-world data problems, yet participants noted weak linkages between academic training and policy application.

Discussions emphasized the need to create structured pathways—internships, fellowships, applied research partnerships—that connect young talent with government and development

institutions. This was seen as essential for sustaining Pakistan's data transformation over the long term.

6.9. Synthesis of Key Insights

Collectively, the discussions at DataFest-2025 point to a data ecosystem in transition. The Fest did not resolve systemic challenges, nor was it intended to. Its contribution lies in clarifying priorities, aligning narratives, and surfacing the institutional logic required for sustained data use.

The key insights matrix (Table 1) underscores that while technical capabilities (AI, GIS, and digitization) are advancing, the primary bottlenecks are institutional and political. The transition from "data availability" to "data use" requires embedding these insights into the core of Pakistan's governance—specifically through National Finance Commission (NFC) reforms, district-level accountability, and public-private data partnerships.

These insights form the analytical foundation for the outcomes documented in Chapter 6 and the system-level implications explored in subsequent chapters.

7. Memorandums of Understanding (MoUs)

One of the major achievements of DataFest 2025 was the signing of several Memorandums of Understanding (MoUs) between PBS and universities, regulatory authorities, technology organizations, and research institutions. These MoUs aimed to institutionalize collaboration in data sharing, research, innovation, AI applications, and human resource development.

List of MOUs

1	Power planning and Monitoring Company (PPMC)	
2	Ministry of Industries and Production (MOIP)	
3	SMEDA	
4	Planning & Development Department Balochistan	
5	Security & Exchange Commission of Pakistan (SECP)	
6	National University of Pakistan (NUP)	
7	Air University Islamabad (AU)	
8	Lahore Leads University (LLU)	
9	Shaheed Benazir Bhutto Women University, Peshawar	
10	Al-Mustafa Trust Hospital	
11	Planning and Development Department Azad Jammu and Kashmir	
12	Radio Pakistan	
13	Punjab Colleges	
14	University of Loralai	

7.1. Key Areas of Collaboration

The signed MoUs focused on the following areas:

a. Data Sharing and Integration

Collaboration in data sharing and integration is crucial for eliminating data silos that currently exist among government departments, academic institutions, and research organizations. By establishing secure and automated data exchange mechanisms—such as APIs, digital platforms, and integrated databases—the following benefits are expected:

- **Improved Data Quality:** Automated systems reduce manual errors and ensure consistency across datasets.
- **Timely Availability:** Real-time or near-real-time data exchange enables quicker decision-making and policy responses.
- **Reduced Duplication:** Integrated databases prevent redundant data collection efforts, saving time and public resources.
- **Enhanced Coordination:** Seamless data flow fosters better coordination among institutions working on shared national priorities.

b. Research and Innovation

Collaborative research arrangements between PBS and partner organizations are vital for producing evidence-based insights that address Pakistan's development challenges. The importance of this collaboration includes:

- **Policy-Relevant Research:** Joint studies ensure that research aligns with actual policy needs and ground realities.
- **Innovative Methodologies:** Partnering with universities and research centers brings fresh perspectives and modern analytical techniques to official statistics.
- **Data-Driven Solutions:** Innovation in data usage helps tackle complex issues such as poverty estimation, climate vulnerability, and economic forecasting.

c. Academic Partnerships

Academic collaboration is essential for building a sustainable pipeline of skilled statisticians, data scientists, and analysts. The importance of partnering with universities includes:

- **Specialized Academic Programs:** Developing degree programs in data science and statistics ensures that future professionals are equipped with relevant skills.
- **Internships and Research Opportunities:** Students gain hands-on experience, while PBS benefits from fresh ideas and research support.

- **Joint Workshops and Seminars:** These platforms promote continuous learning and knowledge sharing between academics and practitioners.
- **Study Tours:** Practical exposure to statistical operations enhances students' understanding of real-world data processes.
- **Data and Publications Sharing:** Access to PBS data enriches academic research, while scholarly publications contribute to methodological advancements.
- **Combined Training Programs:** Pooling training resources reduces costs and increases the reach of capacity-building initiatives.
- These academic partnerships will help create a skilled workforce capable of supporting Pakistan's digital and statistical transformation agenda.

d. Capacity Building

- Capacity building is a cornerstone of institutional development. The collaborative provisions for professional training and skill enhancement are important for the following reasons:
- **Improved Technical Competence:** Training in statistical software, AI, and data visualization tools raises the skill level of public sector employees.
- **Knowledge Exchange:** Interaction with international organizations and private sector experts introduces best practices and emerging trends.
- **Institutional Efficiency:** Well-trained staff can perform data collection, compilation, and analysis more accurately and efficiently.
- **Sustainability:** Continuous capacity building ensures that institutions remain capable of adapting to technological advancements and evolving data needs.

e. Study Tours and Visits

Facilitating study visits for students is an important collaborative activity because it bridges the gap between theoretical education and practical application. The significance of this initiative includes:

- **Practical Understanding:** Students gain first-hand exposure to statistical operations, including data collection, compilation, and analysis processes.
- **Career Preparation:** Real-world experience helps students make informed career choices in statistics, data science, and related fields.
- **Institutional Linkages:** Regular study visits strengthen ongoing relationships between PBS and academic institutions.

- **Mutual Benefit:** While students learn, PBS also benefits from increased visibility and potential recruitment of talented graduates.

7.2. Importance of Collaboration

The Memorandums of Understanding (MoUs) signed during DataFest 2025 between the Pakistan Bureau of Statistics (PBS) and various organizations hold significant importance for the national statistical system. The collaboration outlined in these agreements is expected to bring transformative changes in data production, dissemination, and utilization across Pakistan. The importance of this collaboration is elaborated below under each key area:

7.3. Conclusion

DataFest 2025 marked an important milestone in promoting a data-driven ecosystem in Pakistan. Organized by the Pakistan Bureau of Statistics (PBS), the event brought together government institutions, universities, regulatory authorities, and organizations to strengthen collaboration in statistics, research, and digital transformation. The signing of 13 Memorandums of Understanding (MoUs) established a strong foundation for data sharing, research cooperation, academic partnerships, capacity building, and student engagement. These collaborations will improve the quality, reliability, and accessibility of official statistics while supporting evidence-based policymaking and institutional efficiency. The partnerships will also contribute to the development of skilled professionals through internships, training programs, workshops, and study visits, helping bridge the gap between academic learning and practical application. Overall, the MoUs signed during DataFest 2025 represent a strategic step toward building a modern, integrated, and sustainable national data ecosystem that supports innovation, transparency, digital governance, and Pakistan's socio-economic development.

MOU (Day 1)



MOU (Day 2)



8. Media Engagement and Outreach Strategy

This chapter presents the comprehensive media strategy developed to promote DataFest-2025. The strategy covers the identification and collaboration with media partners, content development, media outreach, and post-event engagement. By effectively utilizing diverse media channels and platforms, the strategy aims to maximize visibility, enhance audience interaction, and strengthen the long-term brand presence of DataFest-2025.



8.1. Media Strategy Planning

The development of the media strategy for DataFest-2025 is essential to ensure effective communication, extensive media coverage, and meaningful engagement with the target audience. This section outlines the key steps involved in establishing media partnerships, creating a comprehensive media kit, and executing targeted outreach strategies to maximize event visibility and impact.

8.1.1. Selection of Media Partners

To effectively reach its target audience, DataFest-2025 seeks to establish strategic partnerships with prominent media outlets that align with the event's objectives. These outlets including:

TV Stations

Collaborating with television networks to broadcast segments about DataFest-2025, including exclusive interviews and event highlights.

Digital Platforms

Collaborating with online publications and tech blogs that focus on data science, technology, and innovation to increase the event's visibility.

Influencers

Partnering with influencers and content creators in the data science and technology sectors to engage a younger, tech-oriented audience and amplify the event's reach across digital platforms.

Print Media

Establishing partnerships with newspapers and industry journals to feature the event through articles, advertisements, and promotional content, ensuring broader visibility within professional and general readerships.

8.1.2. Media Kit Preparation

A detailed media kit has been prepared to help media partners promote the event more effectively. The kit includes a **concept note** that explains what DataFest-2025 is about, including its mission, main focus areas, and why it matters. It also provides high-resolution **logos** and other **branded images** that can be easily used in different **promotional materials**. An event brochure gives clear information about the event schedule, speakers, and important highlights. In addition, there is a document that shares the media strategy, partnership options, and advertising opportunities. Altogether, the media kit helps media partners understand the value of the event and makes it easier for them to support and promote it.



8.1.3. Creation of Event Page

To increase the event's popularity and accessibility, PBS created a dedicated event page on the website, providing detailed information and making it easier for everyone to learn about and participate in the event. Additionally, a slider was added to the website, showcasing key details about the Data Fest to capture visitors' attention and provide an engaging overview of the event.

8.1.4. Awareness walk

Pakistan Bureau of Statistics organized an awareness walk as part of the pre-event activities for DataFest 2025, aimed at promoting public engagement and highlighting the importance of data-driven decision-making. The walk was conducted in multiple cities including Islamabad, Lahore, Rawalpindi, Karachi, Sahiwal, DG Khan, Bahawalpur, Peshawar, Rahim Yar Khan, Bannu, Mingora, Mirpur Khas, and Sargodha. The walk was accompanied alongside media outreach efforts and witnessed the participation of officials, media representatives, and other stakeholders, reflecting a collective commitment to strengthening awareness about the role of statistics, innovation, and evidence-based policymaking in national development.



8.1.5. Marketing Materials

Marketing materials was designed and printed to support event promotions. These following materials played a critical role in both pre-event and on-site marketing.



Invitation Cards

Personalized cards for guests, participants, volunteers, senior management, and ambassadors.



Sash for Volunteers

Custom-designed sash for event volunteers to ensure uniformity and easy identification.



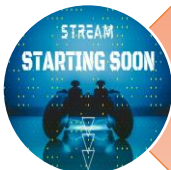
Activity Coupons

Special coupons for participants to access event-related activities.



Standees

Physical branding materials for event venues to create a cohesive and professional atmosphere



Streamers

Decorative hanging elements used to add color, energy, and visual interest to event spaces while supporting the overall theme and branding.:



Backdrops

Large-format visual displays used to enhance event spaces, reinforce brand identity, and create a polished, immersive environment.

8.1.6. Outdoor Media Campaign

An outdoor media campaign focused on high-visibility locations, such as:



8.1.7. Media Coverage

Social media teams managed live updates, tracked event hashtags, and remain engaged with the audience during the event. Media coverage was facilitated through news channels, print, and radio outlets. This includes organizing interviews and providing access to key event moments for the media. After the event, the media strategy for tracking coverage, sharing results, and thanking media partners. Future collaboration opportunities were carried out. Post-event materials, including edited videos and event highlights, were distributed through media outlets and social media platforms. Continued engagement will ensure sustained visibility. This comprehensive media strategy for DataFest-2025 aims to generate broad media coverage, engage a diverse audience, and ensure the event's success across multiple platforms. By leveraging strategic partnerships, targeted content creation, and effective outreach, DataFest-2025 will become a highly visible and well-attended event.



Logistics & Execution: Overseeing all operational logistics to ensure the smooth running of the event.

Strategic Outreach: Providing strategic support to extend the event's reach.

Influencer Collaboration: Actively identifying and partnering with influencers to elevate visibility and audience engagement.

Content Development: Preparing thematic social media posts to highlight the event's unique offerings and draw a larger audience.

8.2. Boosting Analytics & Influencer Marketing for Data Fest

The Social Media Outreach strategy was a cornerstone of DataFest-2025's success, ensuring the event reached a wide and diverse online audience. The media team collaborated closely with influencers, journalists, and prominent social media accounts across platforms like Twitter, Facebook, Instagram, and LinkedIn to amplify the event's core messages. Key influencers in the tech, data science, and development sectors were enlisted to share event details, generate pre-event buzz, and drive registration.

During the event, real-time updates were published across these channels, keeping followers informed about ongoing activities, keynote speeches, and critical discussions. The strategy heavily incorporated interactive elements such as polls, Q&A sessions, and live streams to foster direct engagement, allowing the global online community to participate actively regardless of their physical location. Furthermore, behind-the-scenes content—including speaker interviews, setup glimpses, and candid moments—helped build anticipation and added a relatable, human dimension to the event. This multi-faceted approach to social media engagement kept DataFest-2025 at the forefront of digital conversation and significantly expanded its reach far beyond the physical venue.

8.3. Insight & Analytics 1st to 11th November, 2025

From 1st to 11th November 2025, Insight & Analytics focused on transforming raw data into meaningful, actionable intelligence by tracking key performance indicators, identifying emerging trends, and uncovering opportunities for strategic improvement. During this period, analytical efforts emphasized understanding customer behavior, refining forecasting models, and evaluating campaign performance to support more informed decision-making. Cross-functional collaboration played a central role, ensuring that insights were translated into practical initiatives while highlighting areas for optimization and growth. Overall, the period represented a concentrated push toward data-driven clarity, helping teams align strategies with measurable outcomes.

Additionally, the 1st to 11th November 2025 period strengthened analytical visibility across teams by streamlining reporting and enhancing dashboard accuracy. These improvements helped stakeholders quickly interpret results and adjust strategies with greater confidence.

9. Assessment of Gaps, Challenges, and Opportunities

This chapter consolidates the insights emerging from DataFest-2025 into a forward-looking assessment of systemic gaps, challenges, and opportunities within Pakistan’s data ecosystem. Building on the documented outcomes and thematic analyses of earlier chapters, it moves beyond event-level observations to identify structural constraints that limit effective data use, while highlighting opportunities for innovation, institutional strengthening, and reform. The chapter provides a critical bridge between analysis and action, setting the stage for the recommendations and strategic way forward presented in subsequent chapters.

9.1. From Event to Institutional Milestone

DataFest-2025 marked a decisive shift in Pakistan’s data journey—from episodic dialogue toward **institutionalized, outcome-oriented engagement** between data producers, data users, and policy decision-makers. Building on the foundations laid by DataFest-2024, the 2025 edition moved beyond awareness-raising to demonstrate how data can actively shape policy design, fiscal decision-making, service delivery, and accountability. The Fest’s thematic structure—anchored in URAAN Pakistan’s 5Es—ensured that discussions were not abstract but firmly rooted in national priorities and implementation realities.

Crucially, DataFest-2025 reaffirmed the Pakistan Bureau of Statistics (PBS) not only as a producer of official statistics, but as a **convener of the national data ecosystem**—capable of bridging administrative data systems, sectoral ministries, academia, private sector innovators, youth, and development partners. This evolution is essential in an era where policy effectiveness depends less on data availability alone and more on **data integration, interpretation, and use**.

9.2. Consolidated Strategic Insights from DataFest-2025

Across plenary sessions, panel discussions, workshops, and youth-focused engagements, several unifying insights emerged:

First, Pakistan has entered a phase where **data credibility is no longer the binding constraint**; rather, the primary gap lies in **data utilization**. The success of the 2023 Digital Census and advances in administrative datasets have established technical feasibility. The challenge now is to embed data systematically into fiscal transfers, development planning, regulatory oversight, and service delivery monitoring.

Second, the discussions underscored that **data governance is a policy issue, not merely a technical one**. Whether in debates on NFC reform, labour market statistics, disaster risk management, or AI-enabled public services, participants consistently emphasized that data must be governed through clear mandates, institutional coordination, and accountability frameworks. Without this, even high-quality data risks remaining under-utilized or politicized.

Third, DataFest-2025 demonstrated the growing importance of **administrative data as a complement—not a substitute—to surveys and censuses**. International examples and domestic discussions converged on the need for interoperable systems, standardized classifications, and

formal data-sharing agreements to unlock real-time insights, reduce costs, and improve policy responsiveness.

Fourth, youth engagement emerged not as a peripheral activity but as a **strategic investment in the sustainability of Pakistan’s data ecosystem**. The quiz competition, project showcases, and academic participation revealed strong latent capacity among students and early-career professionals—provided they are connected to real policy problems and institutional pathways.

9.3. Implications for National Policy and Planning

The outcomes of DataFest-2025 carry direct implications for Pakistan’s development trajectory:

- For **economic governance**, the Fest reinforced that productivity growth, export competitiveness, and investment decisions increasingly depend on integrated datasets spanning trade, labour, firms, energy, and logistics. Fragmented data systems impose real economic costs.
- For **social equity**, discussions on education, health, gender, and fiscal transfers highlighted that disaggregated, high-frequency data is essential to move from broad spending allocations to outcome-based resource targeting—particularly for women, youth, and marginalized regions.
- For **climate resilience and disaster risk management**, the event emphasized the urgency of linking climate, geographic, demographic, and infrastructure data to enable anticipatory action rather than reactive response.
- For **digital governance and AI**, the Fest clarified that technology amplifies both strengths and weaknesses of data systems. AI-enabled decision-making without strong data governance risks entrenching bias; with it, AI becomes a powerful accelerator of public value.

9.4. Strategic Way Forward: From Momentum to Mechanism

To convert the momentum of DataFest-2025 into durable impact, four strategic directions emerge:

Institutionalizing DataFest as a Policy Platform

DataFest should be positioned not merely as an annual event but as a **recurring policy interface**—with thematic continuity, tracked recommendations, and formal linkages to planning and finance processes. This would allow insights generated at DataFest to feed directly into policy cycles, including development plans, budget formulation, and sectoral reforms.

Strengthening PBS’s System-Integrator Role

PBS is uniquely placed to act as the **neutral system integrator** of Pakistan’s National Statistical System. This requires:

- Formalized data-sharing arrangements with line ministries and provinces
- Expanded use of administrative data under common standards
- Continued investment in metadata, quality assurance, and transparency

Such a role strengthens trust and reduces duplication across government.

Integration of Administrative Data and Survey Data

Rather than dispersing effort, DataFest outcomes point toward the value **of focused pilots**—for example, integrating administrative and survey data for one or two priority sectors (e.g., labour markets or climate vulnerability). Demonstration effects can accelerate broader system reform.

Embedding Youth and Academia into Policy Workflows

Youth engagement should evolve from competition-based participation to **structured pathways**—internships, fellowships, challenge funds, and applied research collaborations linked to PBS and partner institutions. This ensures continuity of skills and innovation.

9.5. Role of Development Partners and the UN System

DataFest-2025 reaffirmed the catalytic role of development partners. Going forward, partner support is most impactful when it:

- Aligns with national systems rather than creating parallel platforms
- Supports institutional reform, not just tools or training
- Enables cross-sector learning and south-south exchange

In this respect, DataFest offers a ready-made vehicle for coordinated partner engagement around a shared national data vision.

9.6. Concluding Reflection

DataFest-2025 demonstrated that Pakistan's data ecosystem has reached an inflection point. The conversation has decisively shifted from *whether* data matters to *how* it is governed, integrated, and used for public value. The task ahead is not to generate more dialogue, but to **translate consensus into systems, and systems into outcomes as a way forward.**

10. Conclusion

DataFest 2025 has proved to be more than a Fest; it is a catalyst for institutional reform. By shifting the focus from "Numbers to Lives," the event has successfully placed data at the heart of the national development agenda. The transition from survey-based data to integrated administrative data—aligned with the Uraan Pakistan framework—offers a clear pathway toward a resilient, equitable, and digitally empowered Pakistan.

10.1. Overall Reflections on DataFest-2025

Pakistan Data Fest 2025 marked a substantive shift in the country's engagement with data—not in terms of scale or spectacle, but in **depth, maturity, and intent**. The Fest demonstrated that Pakistan's data ecosystem has moved beyond foundational questions of awareness and legitimacy to confront more complex challenges of governance, integration, and sustained use.

Unlike conventional conferences, DataFest-2025 functioned as a diagnostic space—surfacing institutional constraints, political economy realities, and capacity gaps alongside innovation and opportunity. Its value lay not in producing immediate solutions, but in **clarifying what must change** for data to meaningfully influence development outcomes.

The Fest also reaffirmed the centrality of PBS as a national anchor for statistical credibility and system coordination, while highlighting the indispensable roles of line ministries, provinces, development partners, academia, the private sector, and youth.

10.2. Strategic Importance of Data for Pakistan's Development

As Pakistan confronts intertwined economic, social, and environmental challenges, data has emerged as a **strategic national asset**. The effectiveness of development planning, fiscal management, service delivery, and accountability increasingly depends on the ability to generate, integrate, interpret, and act upon reliable data.

DataFest-2025 reinforced several strategic truths:

- Data-driven development is not a technological aspiration but an institutional choice.
- Governance determines whether data enables transformation or remains under-utilized.
- Sustainable progress requires shifting from output-oriented data production to outcome-oriented data use.

Beyond the sessions and activities, DataFest-2025 also created a strong foundation for future collaboration among institutions working in data, research, technology, and policy. The partnerships formed, ideas shared, and participation from different sectors showed that the event had value beyond the two days and can contribute to stronger coordination and innovation in the future.

Looking ahead, the challenge is not to replicate DataFest-2025, but to **build upon it** -- embedding its insights into policy processes, institutional mandates, and development partnerships. If this

momentum is sustained, Pakistan can move decisively toward a future where data is not merely collected, but consistently used to improve lives, reduce inequities, and strengthen governance.

Networking Dinner



Cultural Event



Annexes

Annexure-I

Day-1: (TUESDAY) 11 November 2025

Activities / Tasks	Time	Activities / Task	Time
Registration & Welcome			09:00 AM
Inauguration by Honorable Prime Minister / Minister for PD&SI			10:00 AM
Visit of Venue			11:00 AM
Signing ceremony of MOUs with various organizations.			11:15 AM
Launch of Dashboard			11:25 AM
Discussion on URAAN Pakistan at Workshop Hall			11:30 AM
- Exhibition / Stalls - Demonstration at Incubation Centre X 8 - Workshops X 4 (+ PBS) - Quiz Competition - Poster Competition - Project Competition			9:00 AM To 01:00PM
01:00 PM Break			
- Exhibition / Stalls - Networking events - Data Product Demonstration X 6 - Workshops X 4 (+ PBS) - Quiz + Project Competition - Poster Competition	02:00 PM To 04:45 PM	Hall-1: 1. Panel -1 Rethinking NFC for Equity and Balanced Development	02:00 PM To 04:00 PM
		Hall-2: 2. Panel -2 From Enrolment to Learning	02:00 PM To 04:00 PM
Informal meet and greet Opportunity to interact with experts and each other			04:00 PM
Networking Dinner			08:00 PM

Day-2: (Wednesday) 12 November 2025

Activities / Tasks	Time	Activities / Tasks	Time
Registration	09:00 AM		
- Exhibition / Stalls - Data Product Demonstration X 6 - Workshops X 4 (+ PBS) - Quiz Competition - Poster Competition	09:30 AM	Hall-1: Panel -3 From Data to Evidence for Job Creation	11:00 AM To 1:00 PM
	11:00 AM to 01:00 PM	Hall-2: Panel-4 Strengthening Disaster Risk Preparedness, Adaptation, and Insurance Mechanisms in Pakistan	11:00 AM To 1:00 PM
01:00 PM Break			
- Exhibition / Stalls - Data Product Demonstration X 6 - Workshops X 4 (+ PBS) - Quiz Competition - Project Competition	02:00 PM To 04:00 PM	Hall-1: Panel-5 Data to Decisions by Integrating AI & Big Data for Pakistan's Statistical Future	02:00 PM To 04:00 PM
		Hall-2: Panel-6 Strengthening Pakistan's Agriculture: Boosting Productivity and Competitiveness in Crops and Livestock through Technology, Policy, and Innovation	02:00 PM To 04:00 PM
Closing of Data Fest by Minister for PD&SI		04:00 PM	
Family Fun Day Live Performance		06:00 PM	

DATAFEST-2025 ACTIVITY PLAN

Sr.	Activities	DATE	TIME
1	Inauguration of Event	11 th Nov 2025	10:00 AM
2	MOU Signing	11 th Nov 2025	11:00 AM
3	Inauguration of Panel Discussion (URAAN PAKISTAN) Empowering Youth through Skills, Innovation and Opportunities for a Sustainable Future	11 th Nov 2025	11:15 AM
4	Inauguration of Panel Discussion (1) Hall- 1- : Rethinking NFC for Equity and Balanced Development	11 th Nov 2025	02:00 PM
5	Inauguration of Panel Discussion (2) Hall- 2-: From Enrolment to Learning	11 th Nov 2025	02:00 PM
6	Inauguration of Panel Discussion (3) Hall-1 -From Data to Evidence for Job Creation	12 th Nov 2025	11:00 AM
7	Inauguration of Panel Discussion (4) Hall- 2- : Strengthening Disaster Risk Preparedness, Adaptation, and Insurance Mechanisms in Pakistan	12 th Nov 2025	11:00 AM
8	Inauguration of Panel Discussion (5) Hall-1- - Data to Decisions by Integrating AI & Big Data for Pakistan's Statistical Future	12 th Nov 2025	02:00 PM
9	Inauguration of Panel Discussion (6) Hall- 2-: Strengthening Pakistan's Agriculture: Boosting Productivity and Competitiveness in Crops and Livestock through Technology, Policy, and Innovation	12 th Nov 2025	02:00 PM
10	Inauguration of Project Competition (Incubation Centre)	11 th Nov 2025	-----
11	Stall Inauguration (50 Stalls)	11 th Nov 2025	-----
12	Workshop Hall 1 (SDG Policy Simulation)	11 th Nov 2025	02:00 PM
14	Workshop Station Inauguration	11 th Nov 2025	-----
15	Incubation Centre Inauguration	11 th Nov 2025	12:00 PM
16	Registration and Screening for Quiz Competition	11 th Nov 2025	09:00AM
17	Quarter Finals Quiz	11 th Nov 2025	2:00 PM
18	Semi Final Quiz	12 th Nov 2025	12:00 PM
19	Final Quiz Competition	12 th Nov 2025	1:00 PM
20	Results of Poster Competition & Closing Ceremony	12 th Nov 2025	4:00 PM

Annexure-II

Day-I & II (11 - 12 November, 2025) Workshop Details (70 Workshops x Half Hour Each)

S. No.	Organization	Topic	Theme	Presenter
1	State Bank of Pakistan (SBP)	EasyData- A Data Bridge-Making Data co-decision-maker	E-Pakistan-Data Ecosystem, AI & Communication	Amir Ashraf
2	APTAMA	Barriers to Industrial and Export Growth in Pakistan	Economy- Data for Growth & Investment	Syed Absar Ali
3	Save the Children, Pakistan	Grassroots Action to End Child, Early & Focused Marriage (CEFM)	Social Equity-Health, Education & Resource Distribution	Munazza Ali & Saeed Ullah Khan
4	Bureau of Statistics (BOS), Punjab	MICS Punjab, 2024 - Key Findings Report	Social Equity-Health, Education & Resource Distribution	Isaac Shahzad
5	FAST NUCES	Garbage In, Garbage Out: Ensuring Data Quality, Standards and Ethics in Data Collection and Preparation	E-Pakistan-Data Ecosystem, AI & Communication	Dr Muhammad Bilal
6	National University of Science and Technology (NUST)	AI-Driven Project: Building Data Ecosystems for smarter Decision-Making in National and Industrial Project	E-Pakistan-Data Ecosystem, AI & Communication	Dr. Asjad Shahzad
7	International Labour Organization (ILO)	National OSH Profile	Social Equity-Health, Education & Resource Distribution	Rabia Razzaque
8	Marie Stopes Society, Health Services	MSS Suraj Model: Impact of Social Franchising on Contraceptive Use When Complemented by Vouchers	Social Equity-Health, Education & Resource Distribution	Dr. Tasneem Fatima
9	Pakistan Bureau of Statistics (PBS)	Data as an asset in 2025 SNA: Case study of Pakistan	Economy- Data for Growth & Investment	Mr. Attiq ur Rehman, Dr syed Jawad Ali shah,

S. No.	Organization	Topic	Theme	Presenter
10	Pakistan Bureau of Statistics (PBS)	Supply & use table 2015-16	Economy- Data for Growth & Investment	Mr. Attiq ur Rehman, Dr Liaquat Ali
11	Pakistan Bureau of Statistics	URAAN Pakistan Special	Economy- Data for Growth & Investment	Dr. Adnan(M/O PD&SI)
12	T1. Ex-Principal Training Wing, PBS	Salient Features of Official Statistics	Social Equity- Health, Education & Resource Distribution	Mr. Muhammad Younis, Former Principal TW PBS
13	T2. Kinnaird College for women Lahore	Data Visualization with Microsoft Power Bi	Economy- Data for Growth & Investment	Ms. Jaweria Manzoor
14	T1. Bureau of Statistics (BOS), Punjab	Evidence based Decision Making in Punjab, Punjab Info portal	E-Pakistan-Data Ecosystem, AI & Communication	Mr. M. Mumtaz Ahmed, Muhammad Farooq
15	T2. Bureau of Statistics (BOS), Punjab	Building a Unified Data Ecosystem for Evidence-Based Governance/ Online Statistical System in Punjab (OSSP) evidence-based governance	E-Pakistan-Data Ecosystem, AI & Communication	Rashid Minhas, System Analyst
16	T1. Pakistan Meteorological Department	Weather Forecasting and Early Warning dissemination	Environment- Disaster Risk & Climate Resilience	Muhammad Irfan Virk
17	T2. Global Climate change impact studies Centre (GCISC) Ministry of climate change and environmental coordination (MoCC&EC)	Role of statistics in climate data analysis	Environment- Disaster Risk & Climate Resilience	Muhammad Adnan/Qudsia Zafar
18	T1. Securities and Exchange Commission of Pakistan (SECP)	A Case study on automated company name reservation /SECP'S Digitization Journey	E-Pakistan-Data Ecosystem, AI & Communication	Ali Raza Maher/Ms. Uzma, Ms Farah Zaman
19	T2. University of Wah	Dashboard Power BI for Company Sales	E-Pakistan-Data Ecosystem, AI & Communication	Dr Bahrawar Said
20	T1. Pakistan Bureau of statistics (PBS)	Quintile wise cost of living impact	Social Equity- Health, Education & Resource Distribution	Dr Ahtisham Gul /Dr. Bahrawar Jan

S. No.	Organization	Topic	Theme	Presenter
21	T2. Pakistan Bureau of statistics (PBS)	To measure the trend of production of LSM	Economy- Data for Growth & Investment	Mr. Rizwan Bashir /Syed Hassan Raza
22	NUST	There Are lies, Damn Lies and Statistics: Understanding the Enigma of Data	Social Equity- Health, Education & Resource Distribution	Dr. Sundus Younis, Dr Yasir Ahmed
23	T1. Renewable Firsts	Data-driven decision making on climate and energy through PEI (Pakistan energy & climate insights) dashboard	Environment- Disaster Risk & Climate Resilience	Rabia Babar
24	T2. International Islamic University, Islamabad	REIMAGINING the University Curriculum: An Outcomes Oriented Framework and Stakeholder Driven Development Frame	Social	Zain ul Abideen
25	T1. Department of Statistics and Data Analytical Sciences, Air University	Mastering AI& Predictive Analytics from Big Data to Smart Decisions	Social Equity- Health, Education & Resource Distribution	Dr. Ammara Nawaz Cheema
26	T2. The Urban Unit, Planning & Development Board, Government of Punjab, Lahore	Poverty Mapping at District and Tehsil Level Using Small Area Estimation in Punjab	Social Equity- Health, Education & Resource Distribution	Dr Imran Khan
27	T1. Directorate of Training, Research & Production, Health and Population Department, Punjab	FP2030: Tracking Progress, Challenges and Way Forward	Social Equity- Health, Education & Resource Distribution	Ms. Rukhsana Kausar
28	T2. Research and Development Solutions (RADS)	Precision Planning: Small-Area Health Estimates to Optimize Resources	Social Equity- Health, Education & Resource Distribution	Dr Aisha Irum; Muhammad Ibrahim
29	T1. NCWS	NGDP as Pakistan's Central Platform for Gender Statistics	Social Equity- Health, Education & Resource Distribution	Aftab Alam Afridi
30	T2. CECOS University of IT and Emerging Sciences	Open Data Governance	Economy- Data for Growth & Investment	Dr Maryam Mashal Khan

S. No.	Organization	Topic	Theme	Presenter
31	T1. Pakistan Bureau of statistics (PBS)	Population Welfare Statistics	Social Equity-Health, Education & Resource Distribution	Shazia Begum
32	T2. Pakistan Bureau of statistics (PBS)	Labour Force Survey	Social Equity-Health, Education & Resource Distribution	Mr. M. Najeeb Ullah
33	UNDP	SDG Policy Simulation Lab Turning Data into Policy Action	Economy- Data for Growth & Investment	Umer Malik
34	T1. PIDE	Story Telling with Data Visualization	E-Pakistan-Data Ecosystem, AI & Communication	Dr. Saud Ahmed Khan, Dr. Amena Urooj
35	T2. PIDE	Introduction to Spatial Data Analysis and Mapping Using ArcGIS	E-Pakistan-Data Ecosystem, AI & Communication	Ms. Farah Naz
36	T1. Bureau of Statistics (BOS), Punjab	Economic Impacts of Climate change on Agriculture in Punjab.	Environment-Disaster Risk & Climate Resilience	Dr. Uzma Arshad
37	T2. NHR&C	Harnessing Data Waves: Smart solutions for Sustainable Marine Fisheries in Pakistan, Blue Data Revolution	Social Equity-Health, Education & Resource Distribution	Mr. M Qasim Shuja
38	T1. FAST NUCES	A Study of Memorization and Generation Quality in Unconditional Dusion Models for Endoscopic Imagery	E-Pakistan-Data Ecosystem, AI & Communication	Syed Muhammad Kashif Raza
39	T2. Department of Zoology, Islamia College Peshawar	Challenges in data collection for our European Commission funded EUTHyroid-2 Project; The Next Step Towards the Elimination of Iodine Deficiency and Preventable Iodine-related Disorders in Europe and Beyond.	Social Equity-Health, Education & Resource Distribution	Rehman Mehmood Khattak
40	T1. Pakistan Revenue Automation (PVT) Ltd. (PRAL)(FBR)	Climate-Responsive Crop Yield Predication Using LSTM and GRU Models: A Data-Driven Approach for Pakistan's Agricultural Resilience.	Environment-Disaster Risk & Climate Resilience	Muhammad Umer Shabbir and Hammad Shabbir

S. No.	Organization	Topic	Theme	Presenter
41	T2. SMEDA	General Presentation on SMEDA Services for Information Dissemination among visitors	Social Equity-Health, Education & Resource Distribution	T2.
42	T1. Pakistan Bureau of statistics (PBS)	Economy Census data for evidence-based planning	Economy- Data for Growth & Investment	Ayesha Ashfaq
43	T2. Pakistan Bureau of statistics (PBS)	Decoding Four Decades of Cropping Patterns for Sustainable Agriculture Planning	Environment-Disaster Risk & Climate Resilience	Dr. Syed Waseem Abbas
44	UNICEF	Turning Number into Narration. The Art of Story Telling	Social Equity-Health, Education & Resource Distribution	Mr. Ashraf Mrabat
45	T1. Wafaqi Mohtasib Ombudsman's Secretariat	Data Management and Operations for Dispensation of Justice for Eradication of Mal-administration	Social Equity-Health, Education & Resource Distribution	Mr. Muhammad Ashfaq Ahmed
46	T2. Sukkur IBA university	Overcoming Barriers to Inclusive Purchasing for Socially Responsible Supply Chain in Pakistan	Economy- Data for Growth & Investment	Dr Asad Ali Qazi
47	T1. Kinnaird College for women Lahore	International Day of Statistical Literacy, Introduction to Google Earth Engine (GEE) and Extracting Data using Google Earth Engine Code Editor	Social Equity-Health, Education & Resource Distribution	Dr. Saleha Naghmi Habibullah
48	T2. Kinnaird College for women Lahore	Towards a Statistically Literate World: ISLP's New Global Initiative	E-Pakistan-Data Ecosystem, AI & Communication	Dr. Naila Alam
49	T1. Lahore Business School, University of Lahore	Essential Goods Inflation Dashboard for Pakistan: SPI-Driven Insights into Household Vulnerability & Policy Planning for Low & Middle-Income Communities	E-Pakistan-Data Ecosystem, AI & Communication	Dr Fatima Abrar
50	T2. Mannabi Business School	Data-Driven Resource Allocation for Inclusive Health and Education: A Pathway to Social Equity in Pakistan	Social Equity-Health, Education & Resource Distribution	Muhammad Anas khan

S. No.	Organization	Topic	Theme	Presenter
51	T1. Govt College University Faisalabad	Exploration of University Teachers' Perceptions Regarding Integration of Environmental Education in Curriculum.	Environment- Disaster Risk & Climate Resilience	Dr Shumaiela Farooqi
52	T2. COMPETITION COMMISSION OF PAKISTAN	Fighting Cartels in Pakistan - Identifying Data Requirements	Economy- Data for Growth & Investment	KISHWAR KHAN
53	T1. Pakistan Bureau of Statistics (PBS)	Agricultural Census: Trends And Current Situation	Environment- Disaster Risk & Climate Resilience	Dr. Naveed Iqbal
54	T2. Pakistan Bureau of Statistics (PBS)	Financial Hardship and Catastrophic Health Expenditures in Pakistan: Insights from National Health Accounts 2023-24	Social Equity- Health, Education & Resource Distribution	Mr. Ehsan ul Haq
55	UNICEF	Data for Children: Evidence based Action for every child	Social Equity- Health, Education & Resource Distribution	Mr. Fatehuddin Ahmed,
56	T1. Bahria University	Privacy Preserving LLMS	E-Pakistan-Data Ecosystem, AI & Communication	MS Nabeela Bibi (lecturer)
57	T2. Virtual University	Block chain, Crypto & Web 3 Data Insights for Pakistan's Digital Future.	Economy- Data for Growth & Investment	Dr. Muhammad Shakeel, Assistant Professor of Economics
58	T1. Eminent Solutions (SMC-Private) Limited	Importance of Visualization in Understanding the Core Concepts in Statistics and Mathematics Education	E-Pakistan-Data Ecosystem, AI & Communication	Muhammad Jawad Mirza
59	T2. Spatial Hub/NUST	Rapid Flood Damage Assessment	Environment- Disaster Risk & Climate Resilience	Dr. Sheraz Ahsan
60	T1. DTM	Climate Vulnerability Assessment (CVA) orkand Stakeholder Driven Development/REIMAGINING the University Curriculum: An Outcomes Oriented Framework and Stakeholder Driven Development Frame	Environment- Disaster Risk & Climate Resilience/ Social	Sebastiaan Boonstra/Zain ul Abideen

S. No.	Organization	Topic	Theme	Presenter
61	T2. NUST	From Data to Decision	Economy- Data for Growth & Investment	Dr. Afshan
62	T1. University of Agriculture Multan	Educated Learning-Based Privacy- Preserving Skin Cancer Diagnosis for Rural Clinics	Social Equity- Health, Education & Resource Distribution	Mr. Israr Hussain
63	T2. University of Sindh, Jamshoro	Statistics in Healthcare	Social Equity- Health, Education & Resource Distribution	Engr. Dr. Imran Anwar Ujan
64	T1. Pakistan Bureau of statistics (PBS)	Secure End Digital Data Collection System	E-Pakistan-Data Ecosystem, AI & Communication	Muhammad Ehtesham/Syed Farhan Ali
65	T2. Pakistan Bureau of statistics (PBS)	Drift Discovery and Volatility Forecasting: Evidence from Cryptocurrencies	E-Pakistan-Data Ecosystem, AI & Communication	Dr. Mazhar Hussain
66	Safe City, Islamabad Traffic Police	Digital Policing for Safer Islamabad	E-Pakistan-Data Ecosystem, AI & Communication	Mr. Asmatullah, Safe City
67	T1. Govt. College University Hyderabad, Pakistan	Empowering Marginalized Female Communities: An Equitable Road Map Enhancing Inclusivity in Sindh Rural Communities	Social Equity- Health, Education & Resource Distribution	Dr. Qurratulain Sardar
68	T2. University of Haripur (std)	THE ASSOCIATION BETWEEN TYPE-2 DIABETES AND CANCER RISK: AN UMRELLA ANALYSIS OF OBSERVATIONAL STUDIES	Social Equity- Health, Education & Resource Distribution	Muhammad Faheem
69	T1. FAST NUCES	Cybersecurity in the Health Sector	E-Pakistan-Data Ecosystem, AI & Communication	Abdullah Nadeem
70	T2. Comsats University Islamabad	Indoor Localization	E-Pakistan-Data Ecosystem, AI & Communication	MUHAMMAD SAAD UMAR GONDAL
71	T1. Dept of Software Engineering (NUML)	AI-Driven behavioural data analysis for Early detection of autism spectrum disorder	E-Pakistan-Data Ecosystem, AI & Communication	Anam Taskeen (Lecturer)
72	T2. NUML	AI-Based Inclusive Education for Differently-Abled Students in Pakistan	E-Pakistan-Data Ecosystem, AI & Communication	Ms. Amna Sajid

S. No.	Organization	Topic	Theme	Presenter
73	T1. Quantum's Tech	Quantum Promise: Redefining the Boundaries of AI for Real- World Intelligence.	Social Equity- Health, Education & Resource Distribution	Dr. Ayaz Hussain Bukhari
74	T2. Alibaba Govt Degree College Kotri/PBS	The relationship between public debt and financial development in Pakistan	Economy- Data for Growth & Investment	Muteeullah Channa, Uzair Essa Kori
75	T1. Pakistan Bureau of statistics (PBS)		E-Pakistan-Data Ecosystem, AI & Communication	Mr Rizwan Bashir
76	T2. Pakistan Bureau of statistics (PBS)	Cyber security awareness and its importance with respect to data security	E-Pakistan-Data Ecosystem, AI & Communication	Mr Muhammad Kaleem/Mr Zia ur Rehman
77	Federal Directorate of Education (Special Education Directorate)	Special Education	Social Equity- Health, Education & Resource Distribution	Mr. Asif Iqbal Asif, Joint Secretary (HE)

Annexure-III

Details of Stalls

Distribution by Stall Type			
Stall Type	Sponsored by PBS	Self	Total
Premium	5	3	8
Essential	6	3	9
Medium	4	7	11
Basic	17	10	27
Special	1	-	1
Total	33	23	56
Stand Alone Stations	-	2	2
Distribution by Sector			
Sr. No.	Sector	No. of Stalls	
1	Pakistan Bureau of Statistics	01	
2	International Org	05	
3	IT & Telco	09	
4	Govt / Semi Govt	26	
5	NGOs	05	
6	Academia	07	
7	Private	02	
8	Media	01	
9	Stand alone	02	
Total		58	
International Organization Participated in DataFest-2025			
Organization		Stall Type	
UNFPA		Premium	
UNICEF		Premium	
World Bank		Premium	
FAO		Premium	
SESRIC		Basic	

Annexure-IV

List of Juries for Quiz Competition

Sr. No	Name	Designation	University/Department	
1	Mr. Ayazuddin	Ex- Member Census	Pakistan Bureau of Statistics	
2	Dr. Amjad Javaid Sandhu	Ex Director General (Admn.)	Pakistan Bureau of Statistics	
3	Mr. M. Ilyas	Professor/Dean Department of Computer Science Faculty of Computing and IT	University of Sargodha	
4	Dr. Shahla Faisal	Associate Professor, Department of Statistics	Government College University Faisalabad	
5	Mr. Abid Jameel	Lecturer Department of Computer Science, Faculty of Computing	International Islamic University, Islamabad	
6	Prof. Dr. Tahir Mehmood	Professor of Statistics and Data Sciences	National University of Sciences & Technology	

7	Dr. Rashid Mukhtar	Assistant Professor Department of Computer Science	COMSATS University Islamabad	
8	Prof. Dr. Zahoor Ahmad	Chairman Department of Statistics	University of Sargodha	
9	Dr. Nusrat Shaheen	Incharge Program Data Science, Department of Computer Science	COMSATS University Islamabad	
10	Prof. Dr. Faisal Maqbool Zahid	Chairperson Department of Statistics	Govt College University, Faisalabad	
11	Dr. Sadia Khalil	Assistant Professor, Department of Statistics	Lahore College for Women University	
12	Dr. Ayesha Iftikhar	Assistant Professor/ Head, Centre of data analytics	Lahore Business School, The University of Lahore	

Annexure-V

Quiz and Poster Competition Details and Winners

Results of Quiz Competition			
Round		Winning team	Runner-up team
Quarter Final 1		Islamic International University, Islamabad (Female Campus)	Punjab University, Lahore
Quarter Final 2		National Defense University, Islamabad	University of Sargodha
Quarter Final 3		COMSATS University, Islamabad	FC University, Lahore
Quarter Final 4		Information Technology University, Lahore	Islamic International University, Islamabad (Male Campus)
Conflict resolution		AIR University, Islamabad	(IIUI dropped AIR and PU played QF and AIR Won)
Semi Final 1		AIR University, Islamabad	Information Technology University, Lahore
Semi Final 2		National Defense University, Islamabad	COMSATS University, Islamabad
Grand Finale		National Defense University, Islamabad	AIR University, Islamabad
Results of Poster Competition			
Rank	Name	Poster Title	University
1	Muhammad Yousaf	Reality Vision Detect Fake & AI Content Instantly	UET Mardan
2	Ali Raza	Mapping the Nexus Between Digital Development, Human Development, and Multidimensional Poverty in Pakistan: A Spatial Analysis at the District Level	PIDE
3	Fatima Binte Faisal	Tiny Lives, Silent Voice: The untold Story of Childhood Loss	KCW

Annexure-VI

Panel Discussion 1	
Theme: Social Equity (Data for Equity, Governance & Resource Allocation)	
Topic: Rethinking NFC for equity and Balance Development: Population, Resources and Representations	
Moderator: Mr. Muqaddar Shah (Programme Analyst, UNFPA)	
Keynote Speaker: Dr. Luay Shabaneh (Country Representative, UNFPA)	
Chief Guest: Ms. Jahan Ara Wattoo	
Panelist	Panelist's Description
Dr. Ashfaq Hasan Khan	Director General, NUST
Mr. Vaqar Ahmed	Economist and Fiscal Expert, Team lead, Oxford Policy Management
Dr. Naeem uz Zafar	Chief Statistician, Pakistan Bureau of Statistics
Mr. Sakib Sheerani	Economist, Policy Advisor, and Economic Analyst
Ms. Ume Laila Azhar	Chairperson, NCSW
Panel Discussion 2	
Theme: Social Equity (Data for Equity, Governance & Resource Allocation)	
Topic: From Enrollment to Learning: Ensuring Quality Education for All in Pakistan	
Moderator: Prof. Dr. Iqbal Ahmad Khan (HI, SI), Chairperson PHEC	
Keynote Speaker: Ms. Sharmeela Rassool (Deputy Representative – Programmes, UNICEF)	
Panelist	Panelist's Description
Dr. Faisal Bari	Associate Professor Lahore University of Management Sciences
Maliha Hyder	Education Specialist, World Bank
Dr. Shahid Soroya	Director General, PIE
Dr. Baela Raza Jamil	CEO of Idara-e-Taleem-o-Aagahi (ITA)
Mr. Aftab Alam	DEO SEMIS/GIS, Head of the Sindh Education MIS
Panel Discussion 3	
Theme: Economy (Data for Growth, Productivity, Trade & Investment)	
Topic: From Data to Evidence for Job Creation	
Moderator: Mr. Ibrahim Khan, Economist, World Bank	

Keynote Speaker: Mr. Nemat Khuduzade, Department of Labor Statistics Azerbaijan	
Panelist	Panelist's Description
Dr. Aliya Hashmi Khan	Former Dean of Social Sciences, QAU
Ms. Sahar Etezaz	Country Officer, International Finance Corporation (IFC)
Mr. Muhammad Asif	Deputy General Manager, SMEDA
Ms. Ambreen Waheed	Consultant, Private Sector Development, MoPD&SI
Mr. Monis Rahman	CEO and Founder, Dukan E-Commerce
Panel Discussion 4	
Theme: Environment (Disaster Risk, Climate Change, Adaptation)	
Topic: Strengthening Disaster Risk Preparedness, Adaptation, and Insurance Mechanisms in Pakistan	
Moderator: Ms. Neelofer Hafeez, Joint Secretary, M/o PD&SI	
Keynote Speaker: Mr. Abid Qayyum Sulehri, Executive Director, Sustainable Development Policy Institute (SDPI)	
Panelist	Panelist's Description
Mr. Naseer Memon	Consultant, Climate change, disaster management, livelihood and resettlement (Sindh)
Mr. Shiraz Ali Shah	ARR, UNDPA
Mr. Mubashir Hussain	Manager, NDRMF
Dr. Afzal	Director, Pakistan Meteorological Department (PMD)
Asiya Ashraf Chaudhry	WASH Specialist
Dr. Kamal Ahmed	Adviser Climate and Disaster Finance
Panel Discussion 5	
Theme: E-Pakistan (NSS, Communication, Big Data and Artificial Intelligence)	
Topic: Data to Decisions by Integrating AI & Big Data for Pakistan's Statistical Future	
Moderator: Dr. Syed Jawad Hussain, Chairperson, CASE Institute of Technology Islamabad	
Keynote Speaker: Dr. Akif Khan, MD, KP IT Board	
Panelist	Panelist's Description
Mr. Achraf Mohamed Mrabet	Data & Analytics Manager, UNICEF
Dr. Attila Lazar	Professor, World Pop, University of Southampton
Dr. Hassan Mujtaba	Head, School of Computing & Professor FAST
Ms. Fatima Akhtar	Head of Communications & Sustainability, JAZZ

Panel Discussion 6	
Theme: Economy (Data for Growth, Productivity, Trade & Investment)	
Topic: Strengthening Pakistan's Agriculture: Boosting Productivity and Competitiveness in Crops and Livestock through Technology, Policy, and Innovation	
Moderator: Mr. James Robert OKOTH, FAO Officer in-charge	
Keynote Speaker: Mr. Amir Mohy-ud-Din (Secretary MNFSR)	
Panelist	Panelist's Description
Mr. Abdul Wajid Rana	Former Policy Maker
Dr. Muhammad Afzal	Livestock Expert (T.I.)
Mr. Adnan Pasha	Ministry of Finance
Mr. Faisal Jahangir	Chairman Rice Exporters Association of Pakistan (REAP)
Mr. Aamer Hayat Bhandara	CEO Digital Dera
Dr. Shakir Mehmood	Chairman, City and Regional Planning Department, UET Lahore



PAKISTAN
BUREAU OF
STATISTICS
Government of Pakistan

[illegible]

Check List of the Activity

S#	Duties	Time lines	Name of assigned Person	Task Completed Yes or No	Remarks/ signatures
1	Coordinate with the sponsor and company	16-10-2024			
i.	Finalization of panelists and their contact details				
ii.	Prepare an alternate list of panelists				
iii.	Contact with panelists and their confirmation.				
iv.	Obtain a short CV from the panelist, and a recent PP-size photograph				
v.	Preparation of profile for sharing with Mr. Muhammad Ehtesham, Director (DP)				
vi.	Finalize the design of the stage and backdrops, discuss with management committee for further submission and approval	20-10-2024			
2	Review and approval of concept keynotes designed for the Moderator from the Management Committee / Chief Statistician	20-10-2024			
3	Review and approval of Questions designed for the Moderator from the Management Committee / Chief Statistician				
4	Day-1 day-2 Activity plan with the allocation of focal Person /Team for each activity	17-10-2024			
5	Conduct a preliminary 2-Zoom meeting with panelists and moderators	1st meeting on 29-10-2024			
6	Prepare the list of PBS employees with their contact No. and ensure their presence				
7	Preparation of Participant list /their contact No, relating to their area of the domain from the Public & Private sector.	20-10-2024			
8	Any change in panelists informed to the Data Fest Secretariat / Management Committee (as per proforma attach)	Time to time			
9	Provide the list and contact detail of panelists for the invitation	27-10-2024			

Name & Signature of Focal Person of the Panel Discussion: -----

Date: _____

Checklist for Proposed Sub activities for Panel Discussion

Theme: _____

Panel discussion topic: _____

Date & Time: _____

Hall: _____

Focal Person Name: _____

Activities on the event day	Name of responsible person	Status/ Remark
Receiving of Guest		
Registration		
Panelist introduction		
panelist introduction on screen with profile		
Welcome Remarks (from PBS) if needed		
Panelist list with topics (anchor)		
engagement of audience		
question answer session		
online survey poll		
open discussion /open end questions		
Time Management display board		
key point display on board with theme		
Media coverage		
Feedback session		
Refreshment		
See off for departure		

PARTICIPATION PROFORMA IN DATA FEST
to be organized by
PAKISTAN BUREAU OF STATISTICS FROM 11-12th NOVEMBER 2025
at
PAK-CHINA FRIENDSHIP CENTER, ISLAMABAD

1. Name of participating Organization/Department/Ministry: _____
2. Name of Focal Person: _____
3. Contact of Focal Person: Landline #: _____ Cell #: _____ Email: _____
4. **No. of participants** nominated for Data Fest: _____ List of Officers (may be attached) _____
5. A brief details of **Data Sets available/compiled** by your organization, their disaggregation and frequency etc.:

Sr.#	Name of Indicator /Data Sets	Frequency	Disaggregation level	Remarks

6. What is your plan to exhibit/showcase of the Stall (Please given brief details what to display on stall like: data product, application, visualization, presentation, audio-video, your organization key initiatives and other products etc.)

7. **Presentation in Workstation Areas** (in sidelines of the main conference): Topic and Outline of the presentation may be shared

Please **send back this form duly filled and signed** at the earliest through email at datafest@pbs.gov.pk, imransaleem.pbs@gmail.com. In case of any query and clarification feel free to contact us through email as well as telephonically **051-9106500**. More information is available on <http://datafest.data.gov.pk>

The Organizations will be able to exchange knowledge, build networks, through **workshops, stalls** and **exhibitions**. For Reservation, please email details about Workshop/Stall/Exhibition at datafest@pbs.gov.pk. In case of any query and clarification feel free to

contact us through email as well as telephonically **051-9106500**. Information is also available on <http://datafest.data.gov.pk>. Cost related details will be shared subsequently.

The Details and Description for reservation is as below.

Stall Type	Size	Includes
High Visibility Open Stall	20 ft × 8 ft	Location with maximum visibility. Includes tables, chairs, power, lighting, signage, charts, and space for backdrops. Ideal for large displays.
Premium/Medium Stall	18 ft × 9 ft	Moderate space for interactive displays, rollups, posters, applications, etc.
Basic Stall	9 ft × 9 ft	Standard setup with basic furniture and display capacity. Suitable for compact presentations.
Workshop/Exhibition Area		Includes: Workshop Table & Chairs Backdrop, Rollups, Charts on easels



GOVERNMENT OF PAKISTAN
PAKISTAN BUREAU OF STATISTICS
ISLAMABAD

PARTICIPATION PERFORMA- DATAFEST-2025



Dear

Sir/Madam

Thank you for your interest in participating in DataFest-2025! Your input is crucial in helping us create an event that meets the diverse needs of all attendees. To ensure a personalized experience, please take a moment to complete this form. Your responses will help shape the agenda and activities, aligning them with your goals and contributions. By sharing your insights, you'll not only enhance your own experience but also contribute significantly to the event's success. We appreciate your cooperation and look forward to hearing your thoughts!

URAAN Pakistan (Preliminary Session)

A visionary dialogue paving the way for DataFest 2025 by highlighting innovation, youth engagement, and the transformative role of data in Pakistan's development

ENVIRONMENT: Disaster Risk, Climate Change, Adaptation

Covers disaster risk management, vulnerability mapping, climate-induced changes in crops, livestock, and rural livelihoods, urban planning against floods and hazards, resilience of infrastructure, insurance mechanisms for crops/assets, and adaptation strategies for sustainable ecosystems and communities.

ECONOMY: Data for Growth, Productivity, Trade & Investment

Focuses on productivity and competitiveness in crops, livestock, and SMEs; value addition; IT enablement and gig economy; macroeconomic perspectives; market practices; carbon footprint reduction; and data-driven investment planning for sustainable and inclusive growth.

E-PAKISTAN: NSS, Communication, Big Data and Artificial Intelligence (AI)

Center on modernizing the national statistical system, strengthening federal-provincial data governance, integrating Big Data and AI into official statistics, ensuring data ethics and security, and building value chains that transform raw data into actionable insights for policy and society.

Social Equity: Data for Equity, Governance & Resource Allocation

Encompasses equitable access, financing, and technology-enabled delivery in health, education, and law & order systems; poverty reduction and social protection; resource distribution, NFC awards, and fiscal equity among provinces; and the use of data to measure disparities, ensure fiscal sustainability, and promote inclusive development.

1. Relevance to Data-Fest Themes

Select the thematic area(s) your proposal addresses (Select all that apply)

☐ URAAN Pakistan

☐ Environment

☐ Economy

☐ Social Equity

☐ E- Pakistan

For further information, please click the following link and QR code

2. Contact Information

Organization Name: _____

Contact Person: _____

Title/Position: _____

Email Address: _____

Phone Number: _____

1. Participation Type

How would you like to participate in the Data-Fest? (Select all that apply)

- | | |
|---|--|
| ☐ Attend Sessions | ☐ Conduct a Workshop |
| ☐ Present/Host a Session | ☐ Volunteer |
| ☐ Exhibit a Data Product/Stall | ☐ Quiz Competition |
| ☐ Poster Competition | ☐ Other (Please specify): |

2. Proposal Title (If you are presenting or conducting a workshop/Stall/Keynote PPT please provide the title of your proposal)

3. Proposal Description (Provide the main description of your proposal as it relates to the selected topic (300 -500 characters))

4. Speaker Information

If applicable, list the speakers involved in your session (up to 5):

Full Name	Role (Moderator/Speaker)	Affiliation/Organization	Email

5. Additional Information

Please provide any additional comments or suggestions on how we can enhance the value of Data-fest

1. Format Detail

Keynote Presentation

1. Introduction (1-2 slides)
 - Hook to grab the audience's attention
 - Brief overview of the topic
2. Problem Statement (1-2 slides)
 - Describe the problem or challenge
 - Explain its significance and impact
3. Context and Background (2-3 slides)
 - Provide relevant context and background information
 - Establish your credibility and expertise
4. Main Content (8-10 slides)
 - Share your key ideas, insights, and findings
 - Use stories, examples, and visuals to illustrate points
5. Key Takeaways (1-2 slides)
 - Summarize the main points and highlights
 - Emphasize the importance and relevance
6. Call to Action (1 slide)
 - Encourage the audience to take action or engage further
7. Conclusion (1 slide)
 - Recap the main message and key takeaways
 - End with a thought-provoking statement or call to action

Panel Discussion

- **Panel discussion of 2 hours** for panelist and 5 speakers to make brief, remarks or conduct a debate followed by Q&A session.
- Choose an interesting relevant topic
- Know your purpose for hosting/Panelist in the panel discussion
- For hosting
 - Prepare a list of questions for the panelists
 - Choose the right panelists who are experts on the topic
 - Give the panelists time to prepare
 - Have a strong moderator who can lead the conversation
 - Introduce the moderator and panelists to each other
 - Prepare questions and prompts for the discussion
 - Keep the questions short and relevant
 - Make sure the room is set up for attendees to participate
 - Practice good time management
 - Engage the audience by including them in polls or Q&A
 - Have microphones in the audience for the Q&A
- **For Panelist please select relevant theme and Topic from Web Portal and share Detailed Profile of Speaker**

Data Product Demonstration /Workshops	• Introduction (10 minutes) • Welcome and introductions • Overview of DataFest and workshop objectives • Brief overview of dataset context and variables • Interactive dashboards and visualizations • Predictive modeling and forecasting tools • Data analytics and machine learning platforms • Data storytelling and presentation tools • Data integration and API management tools
Exhibition/Booth	1. Data Art Gallery • Visualizations and infographics on various topics • Interactive dashboards and displays 2. Project Showcase • Demonstrations of data-driven projects and applications • Posters and presentations highlighting key findings and insights 3. Data Storytelling Corner • Immersive experiences using VR/AR, audio, and video • Interactive stories and games conveying data insights 4. Innovation Hub • Showcasing cutting-edge data technologies and tools • Live demos and workshops on data science and analytics 5. Community Zone • Networking area for data enthusiasts and professionals • Collaborative spaces for idea generation and brainstorming
Data-Vis-Competition	Objective: To encourage participants to create innovative and insightful data visualizations that showcase their skills and creativity. Competition Categories: 1. Best Overall Visualization 2. Best Insight Generation 3. Best Visualization for Non-Experts 4. Best Use of Color and Design 5. Best Interactive Visualization Judging Criteria: 1. Clarity and effectiveness in communicating insights 2. Creativity and originality in visualization approach 3. Technical skill and proficiency in tools and technologies 4. Adherence to design principles and aesthetics 5. Engagement and interactivity (for interactive visualizations) Prizes: 1. Cash/Shields awards for top winners 2. Recognition on Data fest social media channels and website 3. Featured showcase of winning visualizations at the Data fest exhibition 4. Opportunities for mentorship and collaboration with data visualization experts Timeline: 1. Dataset release and competition announcement 2. Judging and evaluation period 3. Winner announcement and award ceremony at Data Fest

Networking Session	• Use a networking app or platform to facilitate connections and scheduling • Offer a "mentorship corner" for one-on-one guidance and advice • Host a "data pitch competition" for participants to showcase their projects • Provide a "data resource center" with relevant books, articles, and tools • Encourage participants to share their experiences and insights on social media using a branded hashtag.
Other (Activities)	Food and Beverage: Fun Day often includes opportunities for attendees to enjoy food and drinks together, such as a barbecue, food truck festival, or themed culinary experiences. Entertainment: Activities to entertain attendees, such as live music performances, DJ sets, or cultural performances showcasing local talent or traditions and clown performances for children. Photo Booths and Memorabilia: Fun Day may feature photo booths, souvenir stalls, or DIY craft stations where attendees can create keepsakes or take memorable photos together. Data scavenger hunt: Hide data-related challenges and puzzles around the venue, with prizes for those who complete them.

Expected Thank you for your valuable input and participation. We look forward to collaborating with you at Data-Fest!

Feedback Performance University Visits DataFest-2025

Name of University: _____

Date of Visit: _____

Visiting Team Members: _____

Focal Person at University: _____

1. Session Details

- **Mode of Interaction:** ☐ Presentation ☐ Meeting ☐ Seminar ☐ Informal discussion
- **Approx. No. of Participants:** _____
- **Participant Category:**
 - ☐ Students ☐ Faculty ☐ Administration ☐ Others (specify) _____

2. Awareness & Engagement

- **How well did participants understand the objectives of DataFest 2025?**
 - ☐ Very Well ☐ Somewhat ☐ Limited ☐ Not at all
- **Level of interest in participation:**
 - ☐ High ☐ Moderate ☐ Low
- **University's interest in the following (tick all that apply):**
 - ☐ Student Competitions / Projects Number : _____ Department: _____
 - ☐ Volunteer Program Number: _____ Department: _____
 - ☐ Poster Presentations Number : _____ Department: _____
 - ☐ Quiz Competition Number : _____ Department: _____
 - ☐ Sponsorship / Partnership

3. Feedback from University

- Key questions/concerns raised:

- Suggestions received:

- Commitments made by university (if any):

4. Assessment by Visiting Team

- Effectiveness of session (1–5): _____
- Responsiveness of university (1–5): _____
- Overall outcome of visit: ☐ Successful ☐ Needs follow-up ☐ Low engagement

5. Recommendations / Follow-up Actions

- _____
- _____

PBS Team Lead: _____

Signature: _____

Date: _____

DataFest 2025 – University Visit Proforma

(For PBS Focal Point)

Focal Point Details

Name: _____

Designation: _____

Region/Field Office: _____

Contact No.: _____

1. University Visit Details

Name of University/College: _____

City: _____

Date of Visit: _____

Name(s) of University Focal Person(s): _____

Designation(s): _____

Contact Details: _____

3. Material Distribution

Item	Quantity Provided	Remarks
Posters Placed at visible Place		
Brochures/Flyers		
Standeers		
Other (specify)		

4. Student Participation Progress

Activity	Status (☑)	Remarks
Student registration on DataFest portal	☐	
Students followed official PBS social media pages	☐	
Students reshared or liked PBS content	☐	
Students showed interest in creating vlogs/reels for DataFest	☐	
University ambassador nominated	☐	
Student volunteers identified	☐	

5. Photos & Evidence

Attach **minimum two (2) photos** of the activity (poster display, student gathering, or meeting with faculty).

Attach **student participation proformas** (collected on-site, if applicable).

Include screenshots or links of any **student-created content, vlogs, or social media posts** (if available).

Signatures

PBS Focal Point: _____

Date: _____

University Representative: _____

Designation: _____

Stamp (if available): _____

INVITATION/PARTICIPATION

This Performa is to confirm that invitations for **DataFest 2025** have been sent to all participants of **DataFest 2024** and the newly identified organizations. The signed form should be submitted along with the **attached list of invited organizations**.

Sr. No.	Working Group	Confirmed Participation (Number)	Remarks (Performa Received in Reply)
1			
2			
3			
4			

Certification:

I hereby confirm that invitations for **DataFest 2025** have been duly sent to:

- All organizations and individuals who participated in **DataFest 2024** &
- Newly identified organizations for **DataFest 2025**.

Attached: List of all organizations/participants invited.

List of Participant Confirmed to Attend the Fest

Focal Person Name: _____

Designation: _____

Section / Wing: _____

Signature: _____

Date: _____

Performa for Workshop Participation

Full Name of Presenter(s)	
Designation	
Organization/Department	
Contact Number	
Email Address	
Preferred Thematic Area(s)	
Topic of Study/ Research	

Please provide a brief abstract of your study/research. The abstract should not exceed 500 words and must include the following sub-sections:

Purpose of study	
Study design/ methodology/ approach	
Data analysis/ techniques	
Results/ findings	
Conclusion	
Implications/ originality/ value	

Signature with Date: ____

Day-I (11 NOV, 2025) Workshop Details (Workshops x 1 Hour Each)					
Time	W-1 (D1S1W1)	W-2 (D1S1W2)	W-3 (D1S1W3)	W-4 (D1S1W4)	W-5 (PBS) (DS1W5)
12:00 to 13:00					
BREAK (1:00 to 2:00)					
S-2	(D1S2W1)	(D1S2W2)	(D1S2W3)	(D1S2W4)	(D1S2W5)
14:15 to 15:15					
S-3	(D1S3W1)	(D1S3W2)	(D1S3W3)	(D1S3W4)	(D1S3W5)
15:15 to 16:15					

Day-II (12 NOVEMBER , 2025) Workshop Details					
Time	W-1	W-2	W-3	W-4	W-5 (PBS)
S-1	(D2S1W1)	(D2S1W2)	(D2S1W3)	(D2S1W4)	(D2S1W5)
1000 to 1100					
S-2	(D2S2W1)	(D2S2W2)	(D2S2W3)	(D2S2W4)	
1130 to 1230					
S-3	(D2S3W1)	(D2S3W2)	(D2S3W3)	(D2S3W4)	(D2S3W5)
1400 to 1500					
S-4	(D2S4W1)	(D2S4W2)	(D2S4W3)	(D2S4W4)	(D2S4W5)
1530 to 1630					
Total Slots					Total Presentations:

1. Participating Organization/Department/Ministry: _____

2. Type of Stall

Basic

Medium

Essential

Sponsored

Self-Sponsored

3. Focal Person of the Participating Org/Dep/Ministry: _____

4. Contact Information of the above Focal Person:

Landline: _____ Cell: _____ Email: _____

5. Has the Stall Management Committee contacted the above Focal Person? ☐ Yes ☐ No

If yes, name & designation of PBS officer who contacted: _____

6. Was the meeting between Stall Focal Person and Vendor/Event Management Firm organized?

☐ Yes

☐ No

If no, please provide reasons: _____

7. Has the design of the stall and branding been finalized? ☐ Yes ☐ No

If no, please provide reasons: _____

8. Provide brief description of what will be exhibited/showcased at the stall (e.g., data products, applications, visualizations, presentations, audio-video materials, key initiatives, etc.):

9. Number of persons from participating Org/Dep/Min to be present at the stall:

10. Has any material to be displayed at the stall been shared?

☐

Yes

☐ No

If yes, please provide type (Soft/Hard) and details of the material: _____

11. PBS Representative deployed at Stall on the days of Data Fest:

Name & Designation: _____ Cell: _____

12. Additional Information/Remarks:

Note: The committee head will maintain a separate file for each stall. This proforma should be updated regularly. The duly completed (typed) and signed proforma should be shared with the DF Secretariat at the earliest.

Name & Signature of Stall Committee Head/FP: _____ Date: _____

Certificate of Completion

This is to certify that the Stall titled _____ has successfully participated in **Data Fest 2024** organized by Pakistan Bureau of Statistics held on 21st and 22nd October at Pak China Friendship Centre.

Your contribution and efforts have greatly enriched the event experience.

We appreciate your dedication and hard work.

Name of Focal Person: _____

Signature: _____

Proforma for Stalls Information- DataFest 2025

Sector: _____ PBS Focal Person Name: _____ Contact: _____

S. #	Name of Organization	Type of Stall	Sponsored	Non-Sponsored	Organization	Contact No. for Coordination	Description/Proposa
1							
2							
3							
4							
5							
6							
7							

 Proforma for International Participants DATAFEST-2025 					
Name	Country Name	Passport No	Type of Passport 1. Official 2. Private 3. Diplomatic	Date of Arrival	Date of Departure

Check List of the Activity

S#	Duties	Time lines	Name of assigned Person	Task Completed Yes or No	Remarks/ signatures
1	Coordinate with the sponsor and company	16-10-2024			
i.	Finalization of panelists and their contact details				
ii.	Prepare an alternate list of panelists				
iii.	Contact with panelists and their confirmation.				
iv.	Obtain a short CV from the panelist, and a recent PP-size photograph				
v.	Preparation of profile for sharing with Mr. Muhammad Ehtesham, Director (DP)				
vi.	Finalize the design of the stage and backdrops, discuss with management committee for further submission and approval	20-10-2024			
2	Review and approval of concept keynotes designed for the Moderator from the Management Committee / Chief Statistician	20-10-2024			
3	Review and approval of Questions designed for the Moderator from the Management Committee / Chief Statistician				
4	Day-1 day-2 Activity plan with the allocation of focal Person /Team for each activity	17-10-2024			
5	Conduct a preliminary 2-Zoom meeting with panelists and moderators	1st meeting on 29-10-2024			
6	Prepare the list of PBS employees with their contact No. and ensure their presence				
7	Preparation of Participant list /their contact No, relating to their area of the domain from the Public & Private sector.	20-10-2024			
8	Any change in panelists informed to the Data Fest Secretariat / Management Committee (as per proforma attach)	Time to time			
9	Provide the list and contact detail of panelists for the invitation	27-10-2024			

Name & Signature of Focal Person of the Panel Discussion: -----

Date: _____

Performa For Change of Panelists

Panel Discussion Theme and Topic	Previous Panelist	New panelist	Contact No.	Email ID	Reason of change

Name & Signature of Focal Person for Panel Discussion: _____ Date: _____

	Government of Pakistan Ministry of Planning, Development and Special Initiatives Pakistan Bureau of Statistics (Datafest Secretariat)				
Premium Stall Check List - Data Fest 2025					
Stall Details Stall No : _____ Date and Time : _____ Organization Name: _____ Name of PBS Focal Person: _____					
Verification Checklist					
Category	Item Description	Yes	No (Please Specify)	Verified By Name	Signature
Participants' Attendance Taken	Attach attendance sheet				
Furniture Arrangement	Availability of 2 Table/Shelves for IEC display				
	Availability of 6 chairs				
Technical Setup	2 TV screen with stand				
	2 Electrical extension board				
	Digital Display for videos				
	Wi-fi/Internet access				
Design	Backlit display of logo				
	Size 20x10ft with raised platform				
	Technical support Staff				
Facilitation Focal Person	Administrative support Staff: coordinating logistics during the event.				
Note: Please retain the photocopy of this proforma & attendance sheet and original may be given to Data Fest Secretariat					
Name of Focal Person: _____				Signature: _____	

D PBS Datafest
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DATAFEST-2025

PROFORMA FOR FEEDBACK / SUGGESTIONS

Name of Organization _____

Name of Focal Person _____

Contact Number _____

POSTER AND PROJECTS JUDGING CRITERIA, DATAFEST 2025

Poster/Project Number:

No.	Criteria & Description	Total Marks	Marks Obtained
1	Relevance to Theme Alignment of the topic with DataFest 2025 themes (data innovation, policy relevance, sustainability, etc.)	10	
2	Clarity of Objectives / Problem Statement Clear definition of the research problem, objectives, or questions being addressed	10	
3	Data Source and Quality Use of reliable and credible data sources (primary or secondary), and transparency in data collection	10	
4	Methodology & Analytical Approach Appropriateness and rigor of analytical methods, models, or statistical tools used	10	
5	Data Visualization & Design Effective and creative use of visuals (charts, graphs, maps, infographics) and overall layout/design quality	10	
6	Communication & Clarity Ability to convey key messages briefly and logically; poster/project readability and coherence	10	
7	Innovation & Creativity Originality in concept, data usage, or presentation style; novel insights or tools demonstrated	10	
8	Findings / Results Interpretation Soundness of analysis, key insights, and interpretation of data results	10	
9	Conclusion & Policy Implications Strength of conclusions, practical value, and relevance for policy or decision-making	10	
10	Presentation & Q&A with Judges Confidence, understanding of the topic, ability to explain the poster/project, and answer questions effectively	10	

Signatures with Date: _____

Jury Person Name: _____ **Designation:** _____

University Name: _____ **Contact Number:** _____

1. PARTICIPANT INFORMATION

Name

Email

Contact No.

Country

Participant Category

☐ Researcher/Academic ☐ Student ☐ Government Official ☐ Private Sector
☐ NGO/Non-Profit ☐ Media ☐ Data Scientist ☐ Other: _____

2. OVERALL EVALUATION OF DASHBOARDS AND SOFTWARE PRODUCTS

Please rate the following aspects using the scale: 5 = Excellent, 4 = Very Good, 3 = Good, 2 = Fair, 1 = Poor

Aspect	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor
Relevance of Indicators	☐	☐	☐	☐	☐
Decision Support Value	☐	☐	☐	☐	☐
Alignment with Objectives	☐	☐	☐	☐	☐
Visualization Clarity	☐	☐	☐	☐	☐
Feature Completeness	☐	☐	☐	☐	☐
Ease of Use	☐	☐	☐	☐	☐
Design & Layout	☐	☐	☐	☐	☐

3. FEEDBACK

What was your favorite product of dashboard and why?

What aspects of the Software / Dashboard need improvement?

Thank You for Your Valuable Feedback!



Government of Pakistan
Ministry of Planning Development & Special Initiatives
Pakistan Bureau of Statistics



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DATAFEST 2025

DATA REQUEST FORM

1. APPLICANT INFORMATION

Full Name *	Organization/Institution
Email Address *	Phone Number *
Country	Visitor Type * ☐ Researcher ☐ Student ☐ Government ☐ Private Sector ☐ NGO ☐ Media ☐ Other

2. DATA REQUEST DETAILS

Title of Research/Project *

Purpose of Data Request *

Dataset(s) Requested * (Check all that apply)

☐ Demographic Statistics	☐ Social Statistics	☐ Labor Force Statistics	☐ Other
☐ Economic Indicators	☐ Agriculture Statistics	☐ Trade and Commerce	(Please specify below)

Please Specify Other Datasets or Provide Additional Details

Geographic Coverage (National / Provincial / District / Specific Location)	Time Period Required (e.g., 2020-2024, Latest available)
--	--

Preferred Data Format (Check all that apply)

☐ Excel (XLSX.) ☐ CSV ☐ PDF ☐ SPSS ☐ Stata ☐ JSON ☐ API Access

Receiving Officer

Name & Signature

Applicant Signature

Name & Signature

INVITATION/PARTICIPATION

This Performa is to confirm that invitations for **DataFest 2025** have been sent to all participants of **DataFest 2024** and the newly identified organizations. The signed form should be submitted along with the **attached list of invited organizations**.

Working Group	Confirmation (✓)	Remarks	Signature & Date

Certification:

I hereby confirm that invitations for **DataFest 2025** have been duly sent to:

- All organizations and individuals who participated in **DataFest 2024** &
- Newly identified organizations for **DataFest 2025**.

Attached: List of all organizations/participants invited.

Focal Person Name: _____

Designation: _____

Section / Wing: _____

Signature: _____

Date: _____



Government of Pakistan
Ministry of Planning, Development and Special Initiatives
Pakistan Bureau of Statistics
(Datafest Secretariat)



Performa for Workshop Participation

Full Name of Presenter(s)	
Designation	
Organization/Department	
Contact Number	
Email Address	
Preferred Thematic Area(s)	
Topic of Study/ Research	

Please provide a brief abstract of your study/research. The abstract should not exceed 500 words and must include the following sub-sections:

Purpose of study	
Study design/ methodology/ approach	
Data analysis/ techniques	
Results/ findings	
Conclusion	
Implications/ originality/ value	

Signature with Date: ____

1. Participating Organization/Department/Ministry: _____

2. Type of Stall

Basic

Medium

Essential

Sponsored

Self-Sponsored

3. Focal Person of the Participating Org/Dep/Ministry: _____

4. Contact Information of the above Focal Person:

Landline: _____ Cell: _____ Email: _____

5. Has the Stall Management Committee contacted the above Focal Person? ☐ Yes ☐ No

If yes, name & designation of PBS officer who contacted: _____

6. Was the meeting between Stall Focal Person and Vendor/Event Management Firm organized?

☐ Yes

☐ No

If no, please provide reasons: _____

7. Has the design of the stall and branding been finalized? ☐ Yes ☐ No

If no, please provide reasons: _____

8. Provide brief description of what will be exhibited/showcased at the stall (e.g., data products, applications, visualizations, presentations, audio-video materials, key initiatives, etc.):

9. Number of persons from participating Org/Dep/Min to be present at the stall:

10. Has any material to be displayed at the stall been shared?

☐

Yes

☐ No

If yes, please provide type (Soft/Hard) and details of the material: _____

11. PBS Representative deployed at Stall on the days of Data Fest:

Name & Designation: _____ Cell: _____

12. Additional Information/Remarks:

Note: The committee head will maintain a separate file for each stall. This proforma should be updated regularly. The duly completed (typed) and signed proforma should be shared with the DF Secretariat at the earliest.

Name & Signature of Stall Committee Head/FP: _____ Date: _____

DATAFEST-2025

PROFORMA FOR FEEDBACK / SUGGESTIONS

Name of Organization _____

Name of Focal Person _____

Contact Number _____

Proforma for Stalls Information- DataFest 2025

Sector: _____ PBS Focal Person Name: _____ Contact: _____

S. #	Name of Organization	Type of Stall	Sponsored	Non-Sponsored	Organization	Contact No. for Coordination	Description/Proposa
1							
2							
3							
4							
5							
6							
7							

Certificate of Workshop Participants



PAKISTAN BUREAU OF STATISTICS
AWARDS THIS CERTIFICATE OF
APPRECIATION
TO

AS
Workshop Participant
In recognition of your enthusiastic engagement
in Workshop Session.
11th–12th November, 2025
Pak-China Friendship Centre, Islamabad

Dr. Naeem-uz-Zafar (ستارہ امتیاز)
Chief Statistician, PBS

Muhammad Sarwar Gondal (ستارہ امتیاز)
Member (Support Services/RM), Spokesperson PBS

Certificate of Achievement- Inter University Quiz Competition



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In recognition of participation in the **Inter University Quiz Competition**.
Your excellence in data and statistics reflects the innovation and spirit of

DataFest 2025

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Certificate of Achievement Project Competition



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Certificate of Ambassador



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TO

AS

DataFest 2025 Ambassador

for an invaluable support of DataFest 2025 Team and actively
participate to make the event unforgettable.

11th-12th November, 2025

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Certificate of Jury Inter University Quiz Competition



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in recognition of invaluable contribution as a member
of the jury in the **Inter University Quiz Competition**

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Certificate of Jury Project Competition



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Certificate of Poster Competition 2nd



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Certificate of Poster Competition 3rd



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Certificate of Quiz Competition-Runner Up



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Certificate of Volunteer



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AS

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STATISTICS HOUSE

Certificate of Project Display Competition- 1st



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